

ESTTA Tracking number: **ESTTA1067505**Filing date: **07/10/2020**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Petition for Cancellation**

Notice is hereby given that the following party has filed a petition to cancel the registration indicated below.

**Petitioner Information**

Name	Apple Inc.		
Entity	Corporation	Citizenship	California
Address	ONE APPLE PARK WAY CUPERTINO, CA 95014 UNITED STATES		
Attorney information	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK, CA 94025 UNITED STATES Primary Email: jpetersen@kilpatricktownsend.com Secondary Email(s): jpetersen@kilpatricktownsend.com, BBRYN-ER@kilpatricktownsend.com, JGonder@kilpatricktownsend.com, Agar-cia@kilpatricktownsend.com, tmadmin@kilpatricktownsend.com 650-326-2400		
Docket Number			

**Registration Subject to Cancellation**

Registration No.	4911615	Registration date	03/08/2016
International Registration No.	NONE	International Registration Date	NONE
Registrant	R.T. DIAMOND TRADING CO PTE. LTD. 101 CECIL STREET, TONG ENG BUILDING #10-02 SINGAPORE 06953 SINGAPORE		

**Goods/Services Subject to Cancellation**

Class 014. First Use: 0 First Use In Commerce: 0 All goods and services in the class are subject to cancellation, namely: Jewellery, watches, precious and semi-precious gemstones, diamonds, pearls and other items in the nature of pendants, rings, earrings, bracelets, necklaces, cufflinks, all of the foregoing made in whole or significant part of diamonds
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**Grounds for Cancellation**


Priority and likelihood of confusion	Trademark Act Sections 14(1) and 2(d)
Dilution by blurring	Trademark Act Sections 14(1) and 43(c)

## Marks Cited by Petitioner as Basis for Cancellation

U.S. Registration No.	4783437	Application Date	09/09/2014
Registration Date	07/28/2015	Foreign Priority Date	03/11/2014
Word Mark	APPLE WATCH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments		


U.S. Registration No.	4783440	Application Date	09/10/2014
Registration Date	07/28/2015	Foreign Priority Date	07/24/2014
Word Mark	WATCH		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed and the word "WATCH".		
Goods/Services	Class 014. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments		

U.S. Registration No.	4852670	Application Date	01/23/2015
Registration Date	11/10/2015	Foreign Priority Date	07/24/2014
Word Mark	WATCH EDITION		

Design Mark	
Description of Mark	The mark consists of the design of an apple with a bite removed and the words "WATCH" and "EDITION".
Goods/Services	Class 014. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments

U.S. Registration No.	4885796	Application Date	06/10/2015
Registration Date	01/12/2016	Foreign Priority Date	NONE


Word Mark	NONE
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Design Mark	
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Description of Mark	The mark consists of the design of an apple with a bite removed.
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Goods/Services	Class 014. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments
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U.S. Registration No.	3070037	Application Date	08/22/2002
Registration Date	03/21/2006	Foreign Priority Date	02/26/2002

Word Mark	NONE
Design Mark	
Description of Mark	The mark consists of the design of an apple with a bite removed.
Goods/Services	Class 014. First use: First Use: 0 First Use In Commerce: 0 [Jewelry; watches and clocks; cufflinks;] key rings of precious metal [ ; chronometers; brooches, charms; tie pins; tieclips;] badges [, bracelets, necklaces; medallions, belt buckles, pins; accessory boxes, jewelry boxes, ornaments all made of precious metal or coated therewith; costume jewelry; statues and ornaments of precious metal; parts and fittings for the aforesaid goods]

U.S. Registration No.	5161494	Application Date	09/09/2014
Registration Date	03/14/2017	Foreign Priority Date	03/11/2014
Word Mark	APPLE WATCH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 010. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned;		

	general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned
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U.S. Registration No.	5161497	Application Date	09/10/2014
Registration Date	03/14/2017	Foreign Priority Date	07/24/2014
Word Mark	WATCH		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed and the word "WATCH".		
Goods/Services	Class 010. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned		


U.S. Registration No.	5628055	Application Date	09/09/2014
Registration Date	12/11/2018	Foreign Priority Date	03/11/2014
Word Mark	APPLE WATCH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable		

	<p>digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files</p>
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U.S. Registration No.	5628056	Application Date	09/10/2014
Registration Date	12/11/2018	Foreign Priority Date	07/24/2014
Word Mark	WATCH		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed and the word "WATCH".		

Goods/Services	<p>Class 009. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10</p> <p>Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files</p>
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U.S. Registration No.	5638181	Application Date	01/23/2015
Registration Date	12/25/2018	Foreign Priority Date	07/24/2014
Word Mark	WATCH EDITION		

Design Mark	
Description of Mark	The mark consists of the design of an apple with a bite removed and the words "WATCH" and "EDITION".
Goods/Services	<p>Class 009. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10</p> <p>Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and soundreproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, electric charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks for mobile and wearable digital electronic devices, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic</p>


	devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files
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U.S. Registration No.	1078312	Application Date	03/25/1977
Registration Date	11/29/1977	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS; [ AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE ] (( * COMPUTER PROGRAMS, NAMELY, COMPUTER OPERATING SOFTWARE, COMPUTER SOFTWARE DEVELOPMENT TOOLS, GAME SOFTWARE, AND COMPUTER SOFTWARE FOR CREATING AND EDITING TEXT AND GRAPHICS * ))		


U.S. Registration No.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01 Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and		

	<p>other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases;</p>
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	computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above
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U.S. Registration No.	1114431	Application Date	03/20/1978
Registration Date	03/06/1979	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.		
Goods/Services	Class 009. First use: First Use: 1977/01/00 First Use In Commerce: 1977/01/00 COMPUTERS [ AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE]		

U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01</p> <p>Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [ modems; ] audio speakers; computer video control devices, namely, computer mice, [ trackballs, joysticks and gamepads; ] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [ character recognition software; telephony management software; ] electronic mail and messaging software; [ telecommunications software, namely, for paging; ] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [ Computer search engine software; ] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network;</p>

	computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above
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U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31</p> <p>Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and</p>		

	audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest
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Attachments	86389945#TMSN.png( bytes ) 86390853#TMSN.png( bytes ) 86512795#TMSN.png( bytes ) 86658546#TMSN.png( bytes ) 78156911#TMSN.png( bytes ) 86389914#TMSN.png( bytes ) 86390818#TMSN.png( bytes ) 86390028#TMSN.png( bytes ) 86390778#TMSN.png( bytes ) 86512737#TMSN.png( bytes ) 73120444#TMSN.png( bytes ) 77172511#TMSN.png( bytes ) 73162799#TMSN.png( bytes ) 76426501#TMSN.png( bytes ) 77648705#TMSN.png( bytes ) Petition to Cancel - DIAMOND APPLE.pdf(3153644 bytes ) EXHIBIT 1.pdf(4412355 bytes ) EXHIBIT 2.pdf(1781033 bytes ) EXHIBIT 3.pdf(2837326 bytes ) EXHIBIT 4.pdf(4113289 bytes ) EXHIBIT 5.pdf(4670712 bytes ) EXHIBIT 6.pdf(434259 bytes ) EXHIBIT 7.pdf(4257621 bytes ) EXHIBIT 8.pdf(3607041 bytes ) EXHIBIT 9.pdf(4090641 bytes )
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Signature	/Joseph Petersen/
Name	Joseph Petersen
Date	07/10/2020

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Registration No. 4,911,615

For the mark: **DIAMOND APPLE**

Registered: March 8, 2016

APPLE INC.,

Petitioner,

v.

R.T. DIAMOND TRADING CO PTE. LTD.,

Registrant.

**PETITION FOR CANCELLATION**

**APPLE INC.** (“Petitioner” or “Apple”), a California corporation with a principal place of business at One Apple Park Way, Cupertino, California 95014, will continue to be damaged by the registration of the trademark shown in Registration No. **4,911,615** (“Registrant’s Mark”) for the goods identified in Class 14 and hereby petitions to cancel the same.

As grounds for its petition, Apple alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

**FACTS**

1. Apple is the world-famous designer, manufacturer, and marketer of mobile communication and media devices and personal computers, and seller of a variety of related software, services, accessories, and third-party digital content and applications. Apple’s APPLE brand is one of the best-known brands in the world.

2. Since at least as early as 1977, Apple has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks

consisting, in whole or in part, of the word APPLE or its graphic equivalent, the Apple Logo (shown below) depicting a stylized apple with a detached leaf (collectively, the “Apple Marks”).



3. Apple’s family of Apple Marks are distinctive, arbitrary, and fanciful marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Apple’s extensive advertising, promotion, and use of the Apple Marks in connection with a variety of goods and services, the Apple Marks have acquired enormous goodwill, and are recognized immediately as identifying Apple’s APPLE-branded goods and services.

4. The Apple Marks are famous and distinctive within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c). The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

5. For many years, Apple’s APPLE brand (including the Apple Logo) has consistently been recognized as one of the world’s most famous brands. In May 2019, *Forbes* magazine ranked the APPLE brand as the world’s most valuable brand for the ninth year in a row, with an estimated valuation of \$206 billion. Attached as **Exhibit 1** are printouts of *Forbes* magazine articles regarding its list of the most valuable brands from 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

6. In 2020, for the ninth consecutive year, Apple won the *Harris Interactive* “Brand of the Year” award in the tablet computer category. Apple was also named the #1 brand in the smart phone category and the virtual personal assistant category. Attached as **Exhibit 2** is a printout of the *Harris Interactive* report obtained from the website at <https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-2020/>.

7. Additionally, Interbrand has consistently recognized the APPLE brand in the top 50 of its “Best Global Brands” annual rankings, increasing in value each year. After being named the second most valuable brand in the world in 2012, the next year the APPLE brand was ranked as the most valuable, and Apple has maintained that top position every year since (2013-2019). Attached as **Exhibit 3** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings from 2010 through 2019, in reverse chronological order. Interbrand has awarded the APPLE brand the following rankings and brand valuations over the past 10 years:

- (a) 2019: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$234.24 billion;
- (b) 2018: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$214.48 billion;
- (c) 2017: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$184.15 billion;
- (d) 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$178.12 billion;
- (e) 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$170.28 billion;
- (f) 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$118.86 billion;
- (g) 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$98.32 billion;
- (h) 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated worth of U.S. \$76.57 billion;
- (i) 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated worth of U.S. \$33.49 billion; and
- (j) 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated worth of U.S. \$21.14 billion.

8. In 2019, leading market research and brand valuation company Millward Brown Optimor (“MBO”) named APPLE as the most valuable brand in the United States in its

“Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings. In 2018, the inaugural year of MBO’s U.S. rankings, and in 2020, APPLE was named the second most valuable brand in the United States. Copies of MBO’s 2020, 2019 and 2018 “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings are attached as **Exhibit 4**.

9. Moreover, over the past 12 years, MBO has named APPLE as one of the world’s top brands in its “Brandz™ Top 100 Most Valuable Global Brands” annual rankings. In MBO’s 2020 and 2019 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$352.2 and \$309.5 billion respectively. In MBO’s 2018 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$300.6 billion. In MBO’s 2017 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$234.67 billion. The 2016 rankings also ranked Apple’s APPLE brand the second most valuable brand in the world with a value of \$228.46 billion. In 2015, MBO named Apple the world’s most valuable brand, a rank it also held in 2011, 2012, and 2013. Apple’s APPLE brand ranked 2nd in 2014, 3rd in 2010, 6th in 2009, and 7th in 2008, clearly demonstrating recognition of the APPLE brand as one of the world’s most valuable for more than a decade. Attached as **Exhibit 5** are copies of relevant pages of MBO’s rankings in reverse chronological order from 2020 through 2008.


10. In addition, market research company OnePoll named Apple’s Apple Logo as the most instantly recognizable brand logo in the United States in 2019. Attached as **Exhibit 6** is a copy of OnePoll’s ranking of top 30 most recognizable brand logos.

11. Apple also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of “Most Admired Companies.” Apple has featured prominently in these rankings each year, and for 11

years in a row from 2009 to 2020, Apple has been named the “World’s Most Admired Company” for the year. Before 2009, *Fortune Magazine*’s list was limited to “America’s Most Admired Companies,” and Apple also topped that list in 2008. Attached as **Exhibit 7** are copies of printouts of relevant pages of *Fortune Magazine*’s “Most Admired Companies” rankings in reverse chronological order from 2020 through 2008.

12. Apple owns numerous United States registrations on the Principal Register for the Apple Marks, including, without limitation, the following registrations:

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
APPLE WATCH	4,783,437	Sept. 9, 2014/ July 28, 2015	<b>14:</b> Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments (priority: Mar. 11, 2014)
 WATCH	4,783,440	Sept. 10, 2014/ July 28, 2015	<b>14:</b> Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments (priority: July 24, 2014)
 WATCH EDITION	4,852,670	Jan. 22, 2015/ Nov. 10, 2015	<b>14:</b> Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments (priority: July 24, 2014)
	4,885,796	June 10, 2015/ Jan. 12, 2016	<b>14:</b> Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments (first use anywhere: Sept. 9, 2014; first use in commerce: Apr. 10, 2015)
	3,070,037	Aug. 22, 2002/ Mar. 21, 2006	<b>14:</b> Key rings of precious metal; badges (priority: Feb. 26, 2002)

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
APPLE WATCH	5,161,494	Sept. 9, 2014/ Mar. 14, 2017	<b>10:</b> General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned (priority: Mar. 11, 2014)
 WATCH	5,161,497	Sept. 10, 2014/ Mar. 14, 2017	<b>10:</b> General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned (priority: July 24, 2014)
APPLE WATCH	5,628,055	Sept. 9, 2014/ Dec. 11, 2018	<b>9:</b> Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
			<p>voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing,</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
			transmitting, manipulating, and reviewing text, data, audio, image and video files (priority: Mar. 11, 2014)
	5,628,056	Sept. 10, 2014/ Dec. 11, 2018	<p>9: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and</p>


TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
			wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files (priority: July 24, 2014)
 <b>WATCH EDITION</b>	5,638,181	Jan. 23, 2015/ Dec. 25, 2018	<b>9:</b> Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
			wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, electric charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks for mobile and wearable digital electronic devices, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken,

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
			calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files (priority: July 24, 2014)
APPLE	1,078,312	Mar. 25, 1977/ Nov. 29, 1977	9: Computers; computer programs, namely, computer operating software, computer software development tools, game software, and computer software for creating and editing text and graphics (first use: Apr. 1976)
APPLE	3,928,818	May 3, 2007/ Mar. 8, 2011	9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
			<p>telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
			use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (first use: Apr. 1, 1976)
	1,114,431	Mar. 20, 1978/ Mar. 6, 1979	9: Computers (first use: Jan. 1977)
	2,715,578	July 1, 2002/ May 13, 2003	9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, audio speakers; computer video control devices, namely, computer mice, a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; electronic mail and messaging software; database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
			software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above (first use: Jan. 1, 1977)
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	<b>9:</b> Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS (FIRST USE DATE(S)/PRIORITY DATE)
			external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest (first use: Jan. 31, 1977)

True and correct copies of the registration certificates and printouts from the United States Patent and Trademark Office online database for the above-identified registrations are attached as **Exhibit 8**.

13. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been accepted, pursuant to Sections 8 and 15 of the Lanham Act, for Reg. Nos. 1,078,312, 1,114,431, 2,715,578; 3,070,037; 3,679,056; and 3,928,818. Apple's registrations constitute *prime facie* and/or conclusive evidence of Apple's exclusive right to use the marks in connection with the goods specified in the registrations. 15 U.S.C. §§ 1057(b), 1115(a)-(b).

#### **B. Registrant's Trademark Registration**

14. On May 4, 2015, notwithstanding Apple's prior rights, and well after Apple's Apple Marks became distinctive and/or famous, R.T. DIAMOND TRADING CO PTE. LTD.

(“Registrant”) filed Application Serial No. 79/169,609 to register the DIAMOND APPLE (stylized) mark (“Registrant’s Mark”), shown below.

## **DIAMOND APPLE**

15. Registrant sought to register Registrant’s Mark for the following goods in International **Class 14**: “Jewellery, watches, precious and semi-precious gemstones, diamonds, pearls and other items in the nature of pendants, rings, earrings, bracelets, necklaces, cufflinks, all of the foregoing made in whole or significant part of diamonds” (collectively, “Registrant’s Goods”).

16. On March 8, 2016, the Application matured into Registration No. 4,911,615, covering Registrant’s Goods.

17. Apple is timely filing this Petition to Cancel.

### **FIRST GROUND FOR CANCELLATION LIKELY TO CAUSE CONFUSION, OR TO CAUSE MISTAKE, OR TO DECEIVE**

18. Apple hereby incorporates paragraphs 1-17 as if fully set forth herein.

19. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early 1976, well before Registrant’s November 27, 2014 priority date.

20. Consumers encountering Registrant’s Mark are likely to associate the mark with Apple because Registrant’s DIAMOND APPLE mark is highly similar to Apple’s famous Apple Marks visually, phonetically, and conceptually. Indeed, the dominant portion of Registrant’s Mark incorporates Apple’s famous APPLE mark in its entirety. Registrant merely added the non-distinctive term “DIAMOND,” which is insufficient to avoid confusion. Taken together, Registrant’s DIAMOND APPLE mark and Apple’s APPLE mark look nearly identical, sound nearly the same when spoken, and convey the same overall commercial impression.

21. Further, Registrant’s addition of the non-distinctive term “DIAMOND” does not reduce, but instead exacerbates, the likelihood of confusion. This is because, given the fame of the Apple Marks, consumers are likely to view Registrant’s Mark as an extension of the APPLE brand such as, for example, Apple’s APPLE WATCH, APPLE MUSIC, APPLE TV, or APPLE PAY marks.

22. In any event, the Apple Marks are so famous and instantly recognizable that the similarities in Registrant’s Mark will overshadow any minor differences and cause consumers to believe that Registrant is related to, affiliated with, or endorsed by Apple.

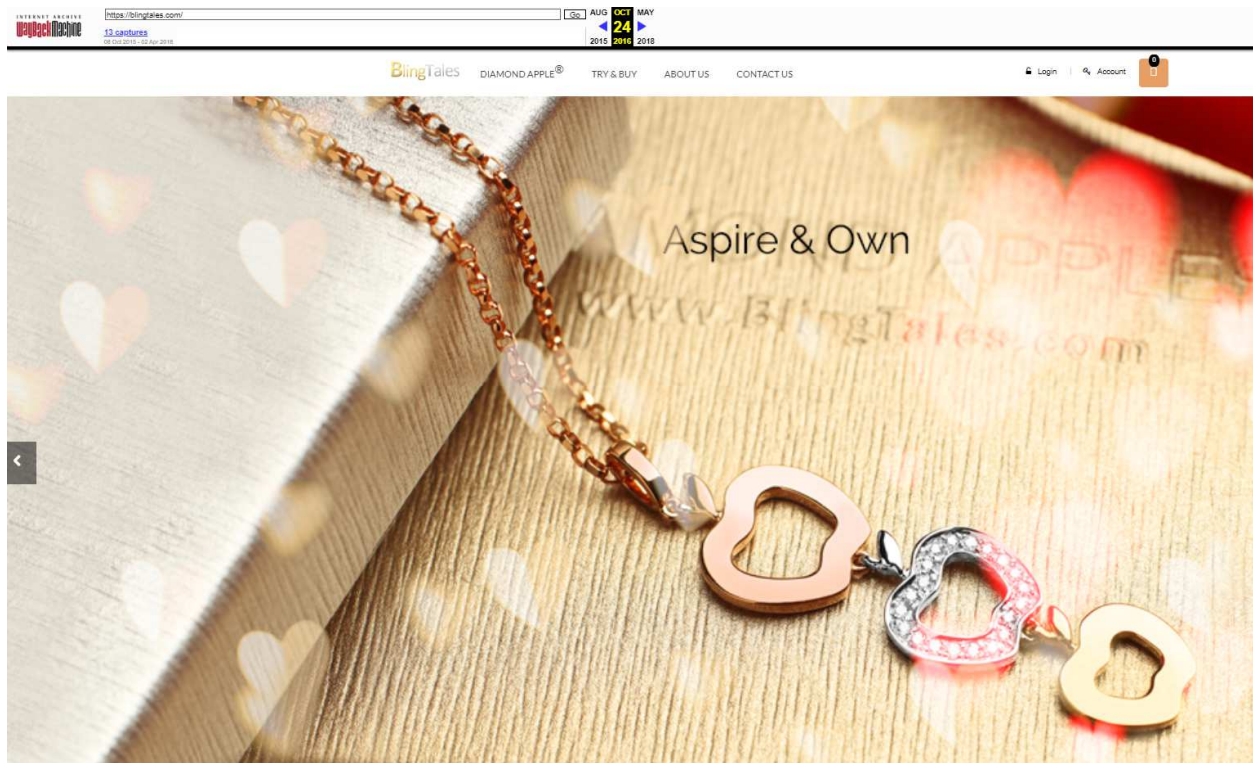
23. Apple’s registrations for its Apple Marks cover goods that are identical to or highly related to Registrant’s Goods, as shown by the representative examples in the table below:

<b>Registrant’s Registration</b>	<b>Apple’s Apple Marks Registrations</b>
“watches”	“watches” (Reg. Nos. 4,783,437, 4,783,440, 4,852,670, 4,885,796)  “computers, namely, smartwatches” (Reg. Nos. 5,628,055, 5,628,056, 5,638,181)  “a wrist-wearable computerized device” (Reg. Nos. 5,161,494, 5,161,497)

24. In light of the fame of the Apple Marks, consumers encountering Registrant’s Mark are likely to believe Registrant’s Goods offered under Registrant’s Mark are associated with, or approved, endorsed, or provided by Apple.

25. Lending further support to the likelihood of consumer confusion is the fact that Registrant’s Goods are not limited to any particular channel of trade. It must therefore be presumed that Registrant’s Goods are offered through the same channels of trade as the goods covered by Apple’s prior registrations.

26. As evidence of Applicant's bad faith intent to trade off the goodwill in Apple's Apple Logo, Applicant has offered for sale, under the DIAMOND APPLE Mark, pendants that are shaped nearly identically to the Apple Logo, without the missing bite, as shown below:



See <https://web.archive.org/web/20161024104306/https://blingtales.com/>. A true and correct copy of the website depicted above is attached as **Exhibit 9**.

27. Apple will continue to be damaged by the registration of Registrant's Mark in connection with Registrant's Goods because Registrant's Mark so closely resembles the Apple Marks that it is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Registrant's Goods, or the affiliation or connection between Registrant and Apple, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

**SECOND GROUND FOR CANCELLATION**  
**DILUTION OF A FAMOUS MARK**

28. Apple hereby incorporates paragraphs 1-27 as if fully set forth herein.

29. Apple will also continue to be damaged by the registration of Registrant's Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Apple, and by otherwise lessening the capacity of the Apple Marks to identify and distinguish Apple's goods, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

30. Specifically, Registrant's Mark is likely to cause dilution by blurring of the famous Apple Marks based on a number of relevant considerations including, without limitation, the following:

- (a) Registrant's DIAMOND APPLE mark is highly similar to Apple's famous Apple Marks visually, phonetically, and conceptually;
- (b) the Apple Marks are inherently distinctive and, due to Apple's extensive use and promotion, the Apple Marks also became famous prior to Registrant's November 27, 2014 priority date;
- (c) Apple has engaged in substantially exclusive use of the Apple Marks;
- (d) the Apple Marks are famous and widely recognized by the general consuming public and have been widely recognized since long before Registrant's November 27, 2014 priority date; and
- (e) on information and belief, by using Registrant's Mark, Registrant intends to create an association with the Apple Marks.

31. If Registrant is permitted to maintain the Registration, it would thereby maintain a *prima facie* exclusive right to use Registrant's Mark in connection with Registrant's Goods. Such registration would continue to damage and injure Apple.

**WHEREFORE**, Apple requests that this cancellation be sustained and that Registrant's registration be cancelled in its entirety.

The fee in the amount of \$400.00 for cancellation of a registration in one class is being submitted herewith. Apple requests the Board to charge any deficiency to its attorneys' Deposit Account No. 20-1430. This paper is filed electronically.

Dated: July 10, 2020

Respectfully submitted,

**KILPATRICK TOWNSEND & STOCKTON LLP**

By: /s/ Joseph Petersen  
Joseph Petersen  
Jason M. Gonder  
1080 Marsh Road  
Menlo Park, CA 94025  
Telephone: (650) 326-2400  
Facsimile: (650) 326-2422

*Attorneys for Petitioner Apple Inc.*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Registration No. 4,911,615

For the mark: **DIAMOND APPLE**

Registered: May 4, 2015

APPLE INC.,

Petitioner,

v.

R.T. DIAMOND TRADING CO PTE. LTD.,

Registrant.

**PETITION FOR CANCELLATION**

**CERTIFICATE OF TRANSMITTAL**

I hereby certify that a true copy of the foregoing Petition for Cancellation is being filed electronically with the TTAB via ESTTA on this day, July 10, 2020.

/s/ Alberto Garcia

Alberto Garcia

# EXHIBIT 1

Billionaire Secrets

# The World's Most Valuable Brands



## The List

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Filter list by:

Rank





Company

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Search by brand name



	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$205.5 B	12%	\$265.8 B	-	Technology
	#2	Google	\$167.7 B	27%	\$136.2 B	\$6.4 B	Technology
	#3	Microsoft	\$125.3 B	20%	\$110.2 B	\$1.6 B	Technology
	#4	Amazon	\$97 B	37%	\$211.4 B	\$8.2 B	Technology
	#5	Facebook	\$88.9 B	-6%	\$48.8 B	\$1.1 B	Technology
	#6	Coca-Cola	\$59.2 B	3%	\$23.8 B	\$4.1 B	Beverages
	#7	Samsung	\$53.1 B	11%	\$221.6 B	\$3.6 B	Technology

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
							
	#8	Disney	\$52.2 B	10%	\$33.8 B	\$2.8 B	Leisure
	#9	Toyota	\$44.6 B	0%	\$190.8 B	\$4.6 B	Automotive
	#10	McDonald's	\$43.8 B	6%	\$96.1 B	\$389 M	Restaurants

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Billionaire Secrets

# The World's Most Valuable Brands








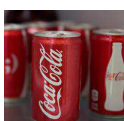

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Filter list by:

**Rank**[Company](#)[All industries](#) ▼


	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$182.8 B	8%	\$228.6 B	-	Technology
	#2	Google	\$132.1 B	30%	\$97.2 B	\$5.1 B	Technology
	#3	Microsoft	\$104.9 B	21%	\$98.4 B	\$1.5 B	Technology
	#4	Facebook	\$94.8 B	29%	\$35.7 B	\$324 M	Technology
	#5	Amazon	\$70.9 B	31%	\$169.3 B	\$6.3 B	Technology
	#6	Coca-Cola	\$57.3 B	2%	\$23.4 B	\$4 B	Beverages
	#7	Samsung	\$47.6 B	25%	\$203.4 B	\$4.5 B	Technology

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#8 Disney \$47.5 B 8% \$30.4 B \$2.6 B Leisure



#9 Toyota \$44.7 B 9% \$176.4 B \$3.8 B Automotive



#10 AT&T \$41.9 B 14% \$160.5 B \$3.8 B Telecom



#11 McDonald's \$41.4 B 3% \$90.9 B \$533 M Restaurants



#12 GE \$37.2 B -2% \$104.9 B - Diversified



#13 Mercedes-Benz \$34.4 B 18% \$116.9 B - Automotive



#14 Intel \$34.1 B 9% \$62.8 B \$1.4 B Technology



#15 Louis Vuitton \$33.6 B 17% \$12.9 B \$5.4 B Luxury



#16 Cisco \$32.4 B 5% \$48.1 B \$209 M Technology



#17 IBM \$32.1 B -4% \$79.1 B \$1.4 B Technology



#18 NIKE \$32 B 8% \$33.3 B \$3.3 B Apparel



#19 Verizon \$31.4 B 9% \$126 B \$2.6 B Telecom

Forbes

2018 RANKING



#20 BMW

\$31.4 B

9%

\$86.8 B

-

Automotive



#21 Oracle

\$30.8 B

6%

\$39.5 B

\$95 M

Technology



#22 Marlboro

\$26.6 B

10%

-

\$859 M

Tobacco



#23 SAP

\$26.2 B

10%

\$25.4 B

-

Technology



#24 Honda

\$25.5 B

6%

\$120.4 B

-

Automotive



#25 Budweiser

\$25.5 B

4%

\$11.6 B

-

Alcohol



#26 Walmart

\$24.9 B

3%

\$335.5 B

\$3.1 B

Retail



#27 Visa

\$24.5 B

15%

\$18.4 B

-

Financial Services



#28 American Express

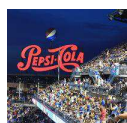
\$23.1 B

-6%

\$35.6 B

\$3.2 B

Financial Services



#29 Pepsi

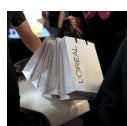
\$18.4 B

1%

\$9.7 B

\$2.4 B

Beverages



#30 L'Oréal

\$17.2 B

10%

\$10.1 B

\$8 B

Consumer Packaged Goods

Forbes

2018 RANKING



#31

Nescafe

\$17.1 B

2%

\$9.1 B

-

Beverages



#32

Gillette

\$17.1 B

-11%

\$6.6 B

\$7.1 B

Consumer Packaged Goods



#33

Home Depot

\$16.4 B

10%

\$100.9 B

\$797 M

Retail



#34

Starbucks

\$16.2 B

9%

\$21.9 B

\$283 M

Restaurants



#35

Hermès

\$15.3 B

17%

\$6 B

\$298 M

Luxury



#36

Gucci

\$14.9 B

18%

\$6.7 B

-

Luxury



#37

Audi

\$14.8 B

5%

\$59.1 B

-

Automotive

accenture

#38

Accenture

\$14.8 B

5%

\$39.1 B

\$80 M

Business Services

ESPN

#39

ESPN

\$14.6 B

-8%

\$11.4 B

\$2.6 B

Media



#40

IKEA

\$14.5 B

7%

\$39.3 B

-

Retail



R



#41

Frito-Lay

\$14.4 B

5%

\$11.4 B

\$2.4 B

Consumer Packaged Goods



#42

Ford

\$14.1 B

3%

\$149.3 B

\$4.1 B

Automotive

Forbes

2018 RANKING



#43 Wells Fargo \$13.5 B 3% \$97.7 B \$614 M Financial Services



#44 UPS \$13.3 B 3% \$65.9 B - Transportation



#45 CVS \$13.2 B 3% \$184.8 B \$230 M Retail



#46 Zara \$13 B 16% \$18.9 B - Retail



#47 H&M \$13 B -8% \$22.5 B - Retail



#48 Siemens \$12.8 B 11% \$90 B - Diversified



#49 Mastercard \$12.4 B 10% \$12.5 B \$898 M Financial Services



#50 HP \$12.4 B -6% \$80.9 B \$544 M Technology

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#51 J.P. Morgan \$11.9 B 6% \$47.4 B \$2.9 B Financial Services



#52 HSBC \$11.9 B 4% \$76.6 B - Financial Services



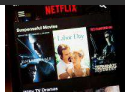
#53 Nestle \$11.7 B 5% \$8.6 B - Consumer Packaged Goods



#54 Fox \$11.7 B 9% \$16.3 B \$2.2 B Media

Forbes

2018 RANKING



#55 Netflix \$11.5 B 35% \$11.7 B \$1.1 B Technology



#56 Chevrolet \$11.5 B 11% \$81 B \$4.3 B Automotive



#57 Pampers \$11.4 B -2% \$8.5 B \$7.1 B Consumer Packaged Goods



#58 Porsche \$11 B 14% \$25.5 B - Automotive



#59 Cartier \$10.6 B 14% \$6.3 B - Luxury



#60 Bank of America \$10.4 B 15% \$81.7 B \$1.7 B Financial Services

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pearl s...  
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#61 Red Bull \$10.4 B 19% \$6.8 B - Beverages



#62 Ebay \$10.3 B -5% \$8.6 B \$1.3 B Technology



#63 Sony \$10.2 B 23% \$62.8 B \$3.1 B Technology



#64 Chase \$10.2 B 12% \$55.1 B \$2.9 B Financial Services



#65 Citi \$10.1 B 10% \$88 B \$1.6 B Financial Services



#66 Colgate \$10 B 2% \$5.3 B \$1.6 B Consumer Packaged Goods

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2018 RANKING



#67

Danone

\$10 B

-2%

\$10.6 B

-

Consumer Packaged Goods



#68

Adidas

\$9.5 B

20%

\$20.6 B

\$2.3 B

Apparel



#69

Lexus

\$9.5 B

4%

\$20.7 B

\$3.8 B

Automotive



#70

Nissan

\$9.4 B

5%

\$95.2 B

\$2.6 B

Automotive

CB2

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bistr...  
\$599


#71

Rolex

\$9.3 B

7%

\$4.6 B

-

Luxury



#72

T-Mobile

\$9 B

18%

\$38.7 B

\$1.8 B

Telecom



#73

Kraft

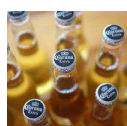
\$8.8 B

-4%

\$6.5 B

\$629 M

Consumer Packaged Goods



#74

Corona

\$8.8 B

16%

\$5.7 B

-

Alcohol



#75

Hyundai

\$8.7 B

-2%

\$81.8 B

\$2.1 B

Automotive



#76

Santander

\$8.7 B

5%

\$49.5 B

\$820 M

Financial Services



#77

BASF

\$8.6 B

9%

\$69.9 B

-

Diversified



#78

Lowe's

\$8.5 B

16%

\$68.6 B

\$968 M

Retail

Forbes

2018 RANKING



#79

Huawei

\$8.4 B

15%

\$85.9 B

-

Technology



#80

Adobe

\$8.3 B

13%

\$7.3 B

\$142 M

Technology



“With Watson, we can pay special attention to millions of customers at once.”

Henrique Albuquerque, Bradesco Bank

[See how →](#)



#81

FedEx

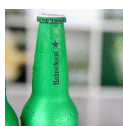
\$8.3 B

11%

\$63.9 B

\$458 M

Transportation



#82

Heineken

\$8.2 B

7%

\$5.6 B

-

Alcohol



#83

Goldman Sachs

\$8.2 B

11%

\$42.3 B

-

Financial Services



#84

Kellogg's

\$8.2 B

-3%

\$5.8 B

\$731 M

Consumer Packaged Goods



#85

Boeing

\$8.1 B

14%

\$93.4 B

-

Aerospace



#86

Costco

\$8 B

15%

\$136 B

-

Retail



#87

Chanel

\$8 B

10%

\$5.6 B

-

Luxury



#88

Lancôme

\$8 B

13%













\$5.3 B

\$8 B

Consumer Packaged Goods

Forbes

2018 RANKING

	#89	Nivea	\$7.9 B	14%	\$4.7 B	\$1.6 B	Consumer Packaged Goods
	#90	Volkswagen	\$7.9 B	16%	\$99.6 B	-	Automotive
	#91	LEGO	\$8.6 B	-1%	\$5.1 B	-	Leisure
	#92	Panasonic	\$7.8 B	12%	\$68.4 B	-	Technology
	#93	Philips	\$7.7 B	6%	\$26.8 B	\$1 B	Diversified
	#94	RBC	\$7.7 B	12%	\$37.4 B	-	Financial Services
	#95	Allianz	\$7.6 B	11%	\$118.7 B	-	Financial Services
	#96	Uniqlo	\$7.5 B	12%	\$13 B	\$608 M	Apparel
	#97	Walgreens	\$7.5 B	8%	\$84.7 B	\$571 M	Retail
	#98	PayPal	\$7.5 B	33%	\$13.1 B	\$438 M	Technology
	#99	Dell	\$7.5 B	18%	\$76.8 B	-	Technology
	#100	KFC	\$7.4 B	15%	\$24.5 B	\$245 M	Restaurants



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	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$170 B	10%	\$214.2 B	\$1.8 B	Technology
	#2	Google	\$101.8 B	23%	\$80.5 B	\$3.9 B	Technology
	#3	Microsoft	\$87 B	16%	\$85.3 B	\$1.6 B	Technology
	#4	Facebook	\$73.5 B	40%	\$25.6 B	\$310 M	Technology
	#5	Coca-Cola	\$56.4 B	-4%	\$23 B	\$4 B	Beverages
	#6	Amazon	\$54.1 B	54%	\$133 B	\$5 B	Technology
			\$43.9 B	11%	\$30.7 B	\$2.9 B	Leisure

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#7	Disney					
	#8	Toyota	\$41.1 B	-2%	\$168.8 B	\$4.3 B	Automotive
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	#10	Samsung	\$38.2 B	6%	\$166.7 B	\$3.7 B	Technology

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### A Troll Is Helping To Pick Your Next Government

Internet troll Charles "Chuck" Johnson is helping to pick members of the incoming administration.



Russian Billionaires Got \$29B Since Trump's Win



Trump Admin Hasn't Asked Palantir To Build Registry



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# Forbes



**Kurt Badenhausen**Forbes Staff

*I cover sports business with rare dips in education & local economies*

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## Apple, Google Top The World's Most Valuable Brands Of 2016

Apple's 13-year run of quarterly revenue growth came to a crashing halt last month when the tech giant reported revenue of \$50.6 billion, off 13% thanks to soft iPhone sales and a slowdown in China. The gloom-and-doom sentiment around the company has reached a zenith with the stock off 30% from its all-time peak 12 months ago.



(AP Photo/Matthias Schrader, File)

But Forbes' annual study of the world's most valuable brands shows that Apple is still in a class by itself with a value of \$154.1 billion, 87% more than second-ranked Google. It is the sixth straight time Apple has finished first since Forbes began valuing the richest brands in 2010.

"Brands get their value from how customers perceive them," says David Reibstein, a professor of marketing and branding expert at the [University of Pennsylvania's Wharton School](#).

"What makes it valuable from a company perspective is that customers are willing to pay a higher price or are more likely to buy."

The Apple brand hits a home run on both fronts. Apple-philes will cry blasphemy, but Apple phones are not that distinct from the latest Samsung gadget, hence why the two companies are always suing each other. Yet, Apple commands a premium price and accounts for nearly half the smartphones sold in the U.S., along with 75 million sold globally during the December holiday quarter.

#### [The World's Most Valuable Brands 2016](#)



Apple dominates in a consumer tech industry where brand matters. Revenue fell in the latest quarter, but the release of the iPhone 7 will certainly have fans of the brand lining up for hours outside stores in the fall ahead of the unveiling. The adulation helped the company generate \$53 billion in net income last year.

“The chance to make a memory is the essence of brand marketing,” said a young [Steve Jobs](#) after co-founding Apple. The brand has done that by creating a connection with customers through music, phones and computing. It now wants to do the same in watches, TVs and payments with more categories, like autos, also on its radar.

No. 2 Google leapfrogged Microsoft this year and closed the gap on Apple with its brand value up 26% to \$82.5 billion (Apple’s brand rose 6%). Google became a division of the newly formed Alphabet last year, but the search engine brand is still the company’s bread-and-butter profit center subsidizing “Other Bets” like self-driving cars, Google Fiber, Calico and Nest, which lost \$3.6 billion last year.

People are much more likely to use Google than Bing even though the search results might not differ much because of the Google brand. Google has become the generic term for search, which is the ultimate in branding power. Reibstein is awed with how Google treats its logo, which he says is the “antithesis of what everybody teaches about branding.” Some companies employ brand police to track the use of their logos to ensure the proper fonts and colors. Not Google. It changes the logo on its homepage every day with a clever new doodle.

Rounding out the top five are Microsoft (\$75.2 billion), Coca-Cola (\$58.5 billion) and Facebook (\$52.6 billion).

#### [Full List: The World's Most Valuable](#)

## Brands

Facebook, up 44%, is the fastest-growing brand in the top 100 for the second straight year. The number of active users has surged to 1.65 billion. The average user spends 50 minutes daily using Facebook and Instagram (our brand value excludes the financial impact of Instagram). New York Times [columnist James Stewart](#) notes that is more time than people spend reading (19 minutes), participating in sports and exercise (17 minutes) and socializing (4 minutes) combined. Time is the ultimate measure of brand engagement.

“Facebook keeps innovating and adding more and more functionally and features,” says Reibstein. “Companies are figuring out how to use Facebook, so their revenue is growing. The transformation with what they are doing with their core business is incredible.”

We considered more than 200 global brands to determine the final list of the world's 100 most valuable brands. The brands were required to have more than a token presence in the U.S., which knocked out some big brands like multinational telecom firm [Vodafone](#) and Chinese e-commerce giant [Alibaba](#). The top 100 includes product brands like Marlboro, owned by Altria and Philip Morris International, as well as brands marketed under their corporate name like McDonald's.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the complete methodology).

The 100 most valuable brands span 16 countries and cross 19 broad industry categories. Brands from U.S.-based companies make up just over half the list with 52 brands. The next greatest number are from Germany (11 brands), Japan (8) and France (6). Tech brands are the most common with 17, including the top three. Financial services companies landed 13 brands in the top 100 led by American Express at No. 24. Other big industries included automotives (12) and consumer packaged goods (10), followed by luxury and retail, which both secured eight spots.

The biggest decliner was IBM, off 17% to \$41.4 billion and No. 7 overall. Big Blue has reported 16 straight quarters of revenue declines. Revenue in the latest quarter was the company's lowest in 14 years. "People have trouble defining what IBM is today," says Reibstein, who says the one thing that might save IBM is its artificial intelligence technology platform Watson, which the company is doubling down on by featuring the technology in its ad campaigns.

Seven brands cracked the top 100 for the first time led by CVS at No. 47 with a value of \$11.7 billion. The average brand rose 6% in value compared to 2015. The cumulative brand value of the top 100 is \$1.8 trillion with the cut-off at \$6.7 billion for No. 100 Costco.

### Special Report: The World's Most Valuable Brands



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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***BUSINESS** 5/13/2015 @ 9:57AM | 177,788 views

# Apple And Microsoft Head The World's Most Valuable Brands 2015

Leadership changes are challenging. They can be even tougher when an iconic company founder is replaced. Nike and Starbucks both stumbled after [Phil Knight](#) and [Howard Schultz](#) stepped down from leading their respective companies. [Steve Jobs](#) was ousted from Apple in 1985 and the company entered a near death spiral in the early 1990s. But Jobs returned in 1996 to lead the company to unprecedented heights. In Apple's latest transition, the train keeps on rolling under CEO Tim Cook, who replaced Jobs in 2011. "The brand promise with Apple is so strong and they continue to deliver on that," says Kevin Lane Keller, a branding expert and professor at Dartmouth's [Tuck School of Business](#).

## [The World's Most Valuable Brands 2015](#)

The Apple brand is now worth \$145.3 billion by our count, up 17% over 2014. The brand ranks on top of Forbes' list of the World's Most Valuable Brands for a fifth straight time and is worth twice as much as any other brand on the planet. The company sold 74.8 million smartphones worldwide in the fourth quarter of 2014 with phone sales up 49%. It was the first quarter Apple sold more phones than Samsung since 2011 (Samsung regained its No. 1 position in the first quarter of 2015). Apple is making money hand over fist with an \$18 billion profit in the fourth quarter, up 33% from the prior year.

While Samsung spends nearly \$4 billion on advertising to sway consumers, Apple spent only one-third as much at \$1.2 billion last year. The company relies on its avid fan base more than Madison Avenue to promote its products.

Apple revolutionized four industries over the past 15 years with the launch of the iPhone, iPad, iPod and iTunes. Its next target is watches. The Apple Watch launched in April. Forecasts for first year sales are all over the map and typically range between eight million and 15 million. Analysts at Piper Jaffrey expect watches to represent 10% of Apple's 2017 revenue. Keller is skeptical of the potential of the Watch, but recognizes the incredible track record Apple has to produce great products. "If the watch turns out to be a success, it is going to fuel the company and brand even more," says Keller.



Microsoft ranks as the second most valuable brand worth \$69.3 billion, up 10%. After years of getting beaten up in the press and by users, the \$94-billion-in-sales company is suddenly [cool again](#) under CEO [Satya Nadella](#), just the company's third leader in 40 years. The company is intriguing developers and introducing captivating products like its HoloLens, a headset which brings hi-def holograms to life using Windows. "We want to move from people needing Windows to choosing Windows, to loving Windows. That is our bold goal," said Nadella at the Windows 10 launch event in January.

The company poured \$11 billion into research and development last year. Windows 10 will be released this summer and is expected to be the last major release of the venerable operating system. Future updates will be in an "ongoing manner." The company wants one billion Windows 10 users by 2018.

Microsoft is no longer the 800-pound gorilla in the tech space, which has softened some of the criticism, but Keller is looking for consumers to want to engage with the brand before he labels it cool again. "I can see why people have stopped hating them, but can't see why people would start loving them," says Keller.

Rounding out the top five are Google (\$65.6 billion), Coca-Cola (\$56 billion) and IBM (\$49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant [Tencent](#) and multinational telecom firm Vodafone. The top 100

includes product brands like Procter & Gamble-owned Gillette as well as brands marketed under their corporate name like IBM.

Forbes valued these brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth \$37.8 billion, while Gillette headed the CPG brands at No. 26, worth \$20.4 billion.

[Facebook](#) registered the biggest gain of any brand in the top 100, up 54%. It cracks the top 10 for the first time with value of \$36.5 billion. Facebook had 936 million active daily users as of March 2015 with 83% of those outside the U.S. The brand has emerged as a competitor to YouTube regarding video. In April the company reported that it delivered four billion video views daily compared to one billion just seven months earlier. Other big gainers in the top 100 include: Amazon.com (+32%) and Disney (+26%). Adidas (-14%) and Danone (-13%) had the biggest drops.

### **[Full List: The World's Most Valuable Brands](#)**

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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies*

BUSINESS 11/05/2014 @ 7:13AM | 161,807 views

# Apple, Microsoft And Google Are World's Most Valuable Brands

## [The World's Most Valuable Brands 2014](#)

A strong brand name is an incredibly valuable asset. Consumer companies in particular devote huge chunks of time and resources to solidify and expand their brands. “A valuable brand delivers a return for the company on two dimensions,” says David Reibstein, professor of marketing at the [University of Pennsylvania’s Wharton School](#). “Either it allows the company to charge a premium price or it adds more volume or market share.”

When it comes to charging a premium price and moving product, no one does it better than Apple. There are other phones and tablets that are functionally comparable or arguably better than the iPhone and iPad, but the Apple brand carries tremendous weight and credibility, and customers are willing to pay up for that. The company sold 39.3 million iPhones in its latest quarter and could sell as many as 60 million during the last three months of 2014 with the holiday selling season. Apple also moved 12.3 million iPads and 5.5 million Macs last quarter.

Add it all up and the Apple brand is worth \$124.2 billion and almost twice as much as any other brand in Forbes’ annual study of the world’s most valuable brands. The value of the Apple brand is up 19% over last year. Apple’s strong brand and innovative products allowed it to redefine four industry categories over the past 13 years with the launches of the iPhone, iPad, iPod and iTunes. The next industries on Apple’s hit list are smartwatches with the Watch and financial payments with Apple Pay. Premium pricing pushes up Apple’s operating profit margins to

33%, and the company generated \$50 billion in free cash flow for the fiscal year ended in September.

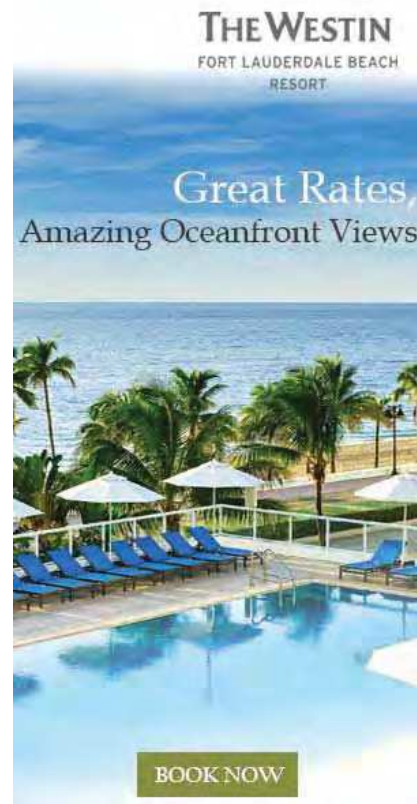
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

Microsoft inked a five-year, \$400 million sponsorship deal with the NFL last year. The pact requires the NFL to use Surface tablet computers on the sideline that download high-def photographs of plays as they occur. Unfortunately for Microsoft the arrangement has provided more evidence of the power of the Apple brand, as announcers and players repeatedly [refer to the Surface tablets](#) as iPads and one player called them “[knockoff iPads](#).” Microsoft is still a bit player in tablets and phones. “There is a lot of catching up to do,” says Reibstein. “They are going to have to work to overcome the brand disadvantage they have in those areas.”

Google shoots up two spots to No. 3 among the top brands with a value of \$56.6 billion, up 19%. Google is the generic term for the search category, but what separates Google from brands like Kleenex and Xerox is the amount of money it generates from its ad-driven business. The Google brand generated \$16 billion in earnings before interest and taxes over the last 12 months, and it is one of the biggest ad spenders in tech at \$2.8 billion in 2013. “With a well known brand, people trust it a lot more, and part of what is happening with Google is a matter of trust,” says Reibstein.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have some presence in the U.S., which eliminated big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which has almost twice as many mobile subscribers as any other brand (Vodafone is second in mobile). The final list includes product brands like Anheuser-Busch InBev-owned Budweiser and brands that are marketed under their corporate name like IBM, which ranks fifth overall.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each



industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth \$31.3 billion.

Sandwiched around IBM are a couple of brands facing the challenges of people's changing eating and drinking habits, particularly in the U.S. Coca-Cola's value rose 2% to \$56.1 billion, placing it fourth. "When you are selling sugar and water, your brand better be very important," says Reibstein. The Coca-Cola brand is still extremely valuable, but it operates in an industry with few growth prospects. Coca-Cola sold 13.5 billion cases globally of its signature brand in 2013, up just 0.6% from the prior year. The McDonald's brand is sixth overall, worth \$39.9 billion, but up just 1%. McDonald's has been working to make its menu appear more health conscious, but many consumers aren't buying it. Global same-store sales slid 3.3% in the third quarter.

The biggest gainer in the top 100 was Facebook, up 74% for a value of \$23.7 billion and No. 18 overall. Various surveys report that fewer teens are using the social sharing site, but the Facebook brand still carries tremendous weight with 864 million daily active users in September. Revenue for the latest quarter jumped 59% with advertising representing 92.5% of total revenue. Other big gainers in the top 100 include Amazon.com (+45%), Starbucks (+25%), Toyota (+22%) and Nike (+22%).

### **[Full List: The World's Most Valuable Brands](#)**

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# Apple Dominates List Of The World's Most Valuable Brands

## [The World's Most Valuable Brands](#)

Apple has set the bar incredibly high over the past decade. The expectations have some fans grumbling about the lack of transformational products during recent launches. The company has largely upgraded existing product lines instead of releasing anything as revolutionary as its last huge category changer in 2010, the iPad. Speculation swirls about whether the Cupertino, Calif.-based company has peaked, with well-funded competitors like Samsung and Google also challenging Apple. Wall Street seems to think so — Apple's stock plummeted 45% from its September 2012 high before partially recovering in the past six months.

But Forbes' study of the top brands illustrates that the Apple name is as strong as ever. Apple is the most valuable brand in the world for a third straight time at \$104.3 billion, up 20% over last year. It is worth nearly twice as much as any other brand on the planet by our count.

"The heart of a great brand is a great product," says Kevin Lane Keller, branding expert and professor at Dartmouth's [Tuck School of Business](#). Apple remains a vital part of people's everyday lives, and the brand continues to capture consumer's imaginations (and wallets) in a range of products across different industries.

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn

to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

Design has been a large contributor to the strength of the Apple brand. “Design is how a product works, how it looks, how it feels. It’s functional and aesthetic. Apple has embraced that in the fullest sense possible in terms of making products simple, but also good looking and attractive,” says Keller.



### [Full List: The World's Most Valuable Brands](#)

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

Coca-Cola is the only non-tech brand to crack the top five, ranking No. 3 with a brand value of \$54.9 billion. Coca-Cola sold 13.5 billion cases of its signature drinks in 2012, up 3% from the prior year thanks to growth outside the U.S. Those sales represent half of the company's soda revenue. The brand became the first to record 50 million "likes" on Facebook last year and currently has 75 million fans on the social media site.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Procter & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (8) and Japan (7). Tech brands are the most prevalent with 19, including six of the top 10.

Ninth-ranked Samsung had the strongest one-year gain of any brand in the top 100, up 53% to \$29.5 billion. Samsung's value soared 136% over the past three years. Sales for Samsung's Galaxy S4 smartphone have been on fire and the company also benefits from its market leading position with memory chips. Samsung's smartphone shipments rose 40% to 81.2 million in the third quarter, according to IDC. Its 31.4% market share is larger than the next four brands combined.

Samsung has poured money into marketing, particularly in sports, to highlight its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its \$24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit \$4.4 billion last year.

"Really strong brands are highly innovative and highly relevant, so they are always moving forward in the right direction with products and services that really appeal to people and are distinctive and different," says Keller.

Samsung and Apple have been on remarkable runs, but they only need to look across the mobile space to see how quickly the value of a brand can collapse in the complex, fast moving technology world. Forbes valued the Blackberry brand at \$6.1 billion last year, but just \$2.2 billion this year and outside the top 100. Three years ago, Forbes deemed the Nokia brand worth \$27.3 billion, ninth highest in the world. Today we figure it is worth \$7 billion, which ranks No. 71. The value is down 55% from last year as the brand, like Blackberry, has been left behind in the smartphone world.

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still

ranks second behind Samsung in global shipments in the low-priced, stagnant mobile phone category with a 13.8% market share, according to IDC. But Nokia is almost irrelevant in the high-priced, exploding smartphone area. Nokia sold 8.8 million of its Lumia smartphones in the third quarter—up 19% from the prior year, but Samsung sold nine times as many smartphones with unit growth twice as fast. Keller isn't hopeful about a Nokia revival and adds, "In such a fast moving category and industry, it is murder to catch up once you fall behind."

### **[Full List: The World's Most Valuable Brands](#)**

*Research: Courtney Retter*

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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***FORBES** 10/02/2012 @ 4:57PM | 88,776 views

# Apple Tops List Of The World's Most Powerful Brands

## [The World's Most Powerful Brands](#)

[Apple](#) has taken its lumps the past two weeks with the rollout of the iPhone 5. Customer complaints about the Maps app and phones that easily scratch sparked cries that these things never would have happened under [Steve Jobs](#)' watch. Is the Apple brand headed south? Not a chance.

Apple remains a leader in innovation that is adored by consumers around the world. The brand helped the company generate \$40 billion in profits over the past 12-months, second most in the world behind [Exxon Mobil](#). How do you measure the power of a brand? It is the combination of financial value and positive consumer sentiment and Apple has both in abundance, which puts the Apple brand on top of Forbes inaugural list of the World's Most Powerful Brands.

"Apple sets the pace, redefines categories and addresses our needs even before we realize we have them," says Billy Mann, managing director at consulting firm Penn Schoen Berland. Look at the phone market, which Apple did not even enter until 2007. The annual release of the updated iPhone is now the most anticipated event of the year in the telecom category. Apple sold more than five million iPhone 5 units in the first weekend it went on sale last month.

The Apple brand is worth \$87.1 billion by our count, up 52% from two years ago when [Forbes last valued the top brands](#). The Apple brand is worth 59% more than [Microsoft](#), which ranks No. 2 in brand value and overall.

The Microsoft brand is worth \$54.7 billion, as the company remains a financial juggernaut with operating profit margins of 42%. Microsoft spends \$1.6 billion annually on advertising, almost twice as much as Apple, to help get its message across. While Microsoft has been under fire, as Apple rocketed past it in market value and coolness factor, consumers still favor [Bill Gates'](#) baby. Microsoft ranked first in a global survey of brands on perception done for Forbes by consulting firms Landor Associates and Penn Schoen Berland. The study measured 130 brands on attributes such as innovation and quality and Microsoft scored highly on “invests in customers” and “addresses my unique needs.”

“In an industry that transforms itself every year, Microsoft has been a leader for decades,” says Mann. Apple surprisingly only ranked 11<sup>th</sup> on consumer perception among the top 100 brands, but its huge edge in brand value kept it ranked as the most powerful.

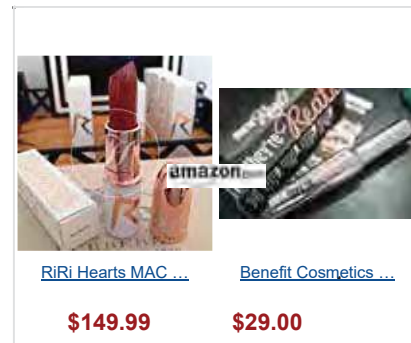
### **In Pictures: The World's Most Powerful Brands**

### **Full Coverage: The World's Most Powerful Brands**

We started with a universe of more than 200 global brands to determine the most powerful. We required brands to have more than a token presence in the U.S., which eliminated some big brands like Spanish retailer Zara and telecom firm China Mobile. Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value.

We then turned to Landor and PSB to survey 2,000 global consumers on 130 brand names that Forbes valued at more than \$2.5 billion. The firms gauged consumer perceptions of the brands on a dozen attributes. Forbes combined the brand values with the consumer study to determine our power list, overweighting the former (click [here](#) for a detailed methodology).

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the



soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

Technology brands dominate the top 100 with 24 making the cut. Tech giants secured the three slots after Coca-Cola with No. 4 IBM (brand value: \$48.5 billion), No. 5 Google (\$37.6 billion) and No. 6 Intel (\$32.3 billion).

Upstart tech brand, Facebook, is worth \$13.1 billion, which is 36<sup>th</sup> highest among all brands, but the social media site was crushed in the survey by Landor and PSB. Consumers dinged Facebook on the trust and transparency attributes, as well as on understanding and caring about customers. Clearly, privacy concerns remain a hot-button topic among Facebook's roughly one billion users. The brand ranked No. 99 with consumers among the top 100 with only Verizon faring worse. The poor consumer ratings knocked Facebook down to No. 73 overall on the power brands list.

Facebook made the top 100, but other valuable brands like Marlboro (\$15.3 billion), JPMorgan (\$13 billion) and Goldman Sachs (\$8 billion) failed to make the final cut, as a result of poor consumer scores. These three brands all ranked among the bottom five of the 130 surveyed by Landor and PSB.

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft. "Consumers, especially Americans, trust, and find comfort in their food brands," says Mann. The maker of Cheerios and Wheaties scored highly on attributes like "makes communities a better place" and "cares about the issues that matter to me."

**In Pictures: The World's Most Powerful Brands**

**Full Coverage: The World's Most Powerful Brands**

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**Forbes**<http://onforb.es/nGEQ5d>**Marc E. Babej**Contributor*I cover marketing strategy and product innovation.*

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5/09/2011 @ 8:58AM | 5,748 views

# Apple Ranked the World's Most Valuable Brand, Followed by Google and IBM

Market Research firm Millward Brown has just published its 6th annual [BrandZ Global Top 100](#) rankings, and it turns out Apple has ended Google's four-year run as the world's most valuable brand.

Apple's brand value over the past year soared 84% to \$153 billion, as a result of meaningfully differentiated products the iPad and iPhone 4. Apple's success once again demonstrates that *a brand is neither an end in itself, nor a means to an end – but a byproduct of consistent delivery against a relevant tangible benefit*. The exception to this rule: brands in truly image-driven categories, where there's little to be had in the way of a tangible benefit, and none is expected (think soft drinks, beer or cigarettes).

Google's brand declined 2% to \$111.5 billion. Facebook made a giant leap onto the list, debuting at place 35, with a whopping 246% increase to \$19.1 billion.

Other top risers included Chinese search engine Baidu (141% to \$22.6 billion) and Wells Fargo, (97% to 36.9 billion).

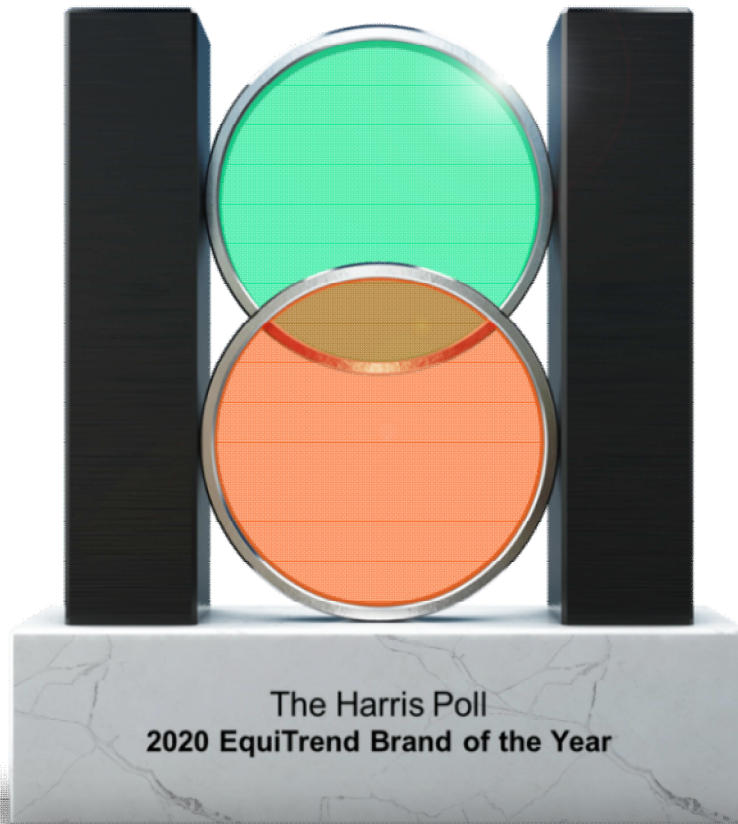
The top 50 brands are below. A [full report](#) can be downloaded here (pdf).

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# EXHIBIT 2

# The Harris Poll Announces This Year's Brands of the Year

 [theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-2020/](https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-2020/)



The Harris Poll's 32<sup>nd</sup> annual EquiTrend Study reveals the strongest brands across the media, travel, financial, automotive, entertainment, retail, restaurant, technology, household, and nonprofit industries, based on consumer response.

**NEW YORK, April 1, 2020 –**

The Harris Poll EquiTrend survey is fielded each year in January, therefore, the results released today are based on data collected before much of the U.S. was impacted by events surrounding the global pandemic, COVID-19. Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors – Familiarity, Quality and

Purchase Consideration – that result in a brand equity rating for each brand. Brands ranking highest in Equity receive the Harris Poll EquiTrend “Brand of the Year” award for their respective categories. This year, more than 39,000 U.S. consumers assessed nearly 2,000 brands across 200 categories.

### The Harris Poll 2020 EquiTrend Brands of the Year

This year, the 32<sup>nd</sup> year that The Harris Poll has been measuring brand equity, 93 companies were awarded the coveted Brand of the Year designation across 90 categories.

Category	Award Name	2020 Award Companies
Nonprofit	Animal Welfare Nonprofit	American Society for the Prevention of Cruelty to Animals (ASPCA)
Media	Audio Streaming Services	YouTube Music
Restaurant	Burger Restaurant	Culver's
Restaurant	Casual Dining Restaurant	The Cheesecake Factory
Restaurant	Chicken Restaurant	Chick-fil-A
CPG	Coffee	(TIE) Dunkin' Donuts Coffee/Starbucks Coffee
Restaurant	Coffee Shop	Krispy Kreme
Tech	Computer Manufacturer	Microsoft Computers
Retail	Convenience Store	Wawa Convenience Store
Home	Coolers	YETI Coolers
Restaurant	Delivery App	Postmates
CPG	Deodorant	Dove Deodorant
Retail	Department Store	Kohl's Department Stores

FSR	Digital Investing	Vanguard Personal Advisor Services
FSR	Digital Wallet	PayPal
Nonprofit	Disability Nonprofit	National Autism Association
Retail	Drug Store	Walgreens
Travel	Economy Hotel	Baymont Inn & Suites
Home	Exercise Equipment	ProForm Exercise Equipment
Travel	Extended Stay Hotel	Home2 Suites by Hilton
Media	Factual Entertainment Television	Discovery Channel
Tech	File Storage	Google Drive
Retail	Footwear Store	DSW (Designer Shoe Warehouse)
Travel	Full Service Airline	Hawaiian Airlines
Tech	Gaming Console	Nintendo Gaming Consoles
Media	General Entertainment Television	AMC Television Network (American Movie Classics)
CPG	Greeting Card	Hallmark Greeting Cards
Retail	Hardware & Home Store	Lowe's Home Improvement
Retail	Health & Beauty Retail	Bath and Body Works
Home	Health & Fitness Club	Planet Fitness Clubs
FSR	Health Insurance	Blue Cross Blue Shield
Nonprofit	Health Nonprofit	St. Jude Children's Research Hospital

Retail	Home Goods Store	Bed Bath & Beyond
Retail	Home Meal Kit Service	HelloFresh
CPG	Household Cleaner	Windex Household Cleaner
CPG	Ice Cream	Häagen-Dazs Ice Cream
Home	Insulated Drinkware	YETI Rambler
Nonprofit	International Aid Non-profit	Food For The Poor
FSR	Investment	Fidelity Investments Financial Services
Media	Kids TV	Disney Channel
CPG	Laundry Detergent	Tide Laundry Detergent
FSR	Life Insurance	(TIE) MassMutual Insurance/Prudential Life Insurance
Auto	Luxury Automotive	Mercedes-Benz Vehicles
Retail	Luxury Department Store	Neiman Marcus
Travel	Luxury Hotel	Waldorf Astoria Hotels & Resorts
Tech	Mapping App	Google Maps
Retail	Mass Retailer	Amazon
Tech	Media Streaming Device	Amazon Fire TV/Fire Stick
Restaurant	Mexican Restaurant	Chipotle Mexican Grill
Travel	Midscale Hotel	(TIE) Holiday Inn Express Hotels & Resorts/Wyndham Garden Hotels

Nonprofit	Military & Veteran Serving Nonprofit	Disabled American Veterans (DAV)
FSR	National Bank	CHASE Bank
Media	News Service	National Public Radio (NPR)
Auto	Non-Luxury Automotive	Toyota Vehicles
Auto	Online Auto Shopping	Kelley Blue Book (KBB.com)
FSR	Online Bank	Capital One 360 Bank
Home	Online Home Search	Zillow.com
Home	Online Job Search	Indeed.com
FSR	Online Lending	SoFi
Travel	Online Travel Service	Google Flights
Media	Pay Cable TV Network	HBO Television Network
FSR	Payment Card	Visa
Retail	Pet Supply Store	PetSmart Stores
Restaurant	Pizza Restaurant	Pizza Hut
CPG	Popcorn	Orville Redenbacher's Popcorn
CPG	Potato Chip	Lay's Chips
Travel	Premium Hotel	Hilton Hotels & Resorts
FSR	Property and Casualty Insurance	AAA Insurance
Home	Real Estate Agency	Berkshire Hathaway HomeServices Real Estate

Restaurant	Sandwich Shop	Panera Bread
Tech	Smart Speaker	Google Home
Telecom	Smartphone	Apple iPhone Smartphones
Nonprofit	Social Services Nonprofit	Ronald McDonald House Charities
Home	Sport League	NCAA Football
Retail	Sporting Goods Store	Finish Line Sporting Goods
CPG	Sports Drink	Gatorade Sports Drink
Tech	Tablet Computer	Apple iPad Tablets
CPG	Tea	Lipton Tea
CPG	Toothpaste	Crest Toothpaste
Media	TV & Internet Provider	Google Fiber
Media	TV Network	PBS Television Network (Public Broadcasting Service)
Media	TV News	The Weather Channel
Travel	Upscale Hotel	Courtyard Marriott
Travel	Value Airline	Southwest Airlines
Retail	Value Store	Dollar Tree
Tech	Virtual Personal Assistant	Apple Siri
Tech	Wearable Tech	Apple Watch
Telecom	Wireless Carrier	Verizon Wireless
CPG	Yogurt	Chobani Greek Yogurt

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Nonprofit      Youth Nonprofit

Girl Scouts of the USA

## Methodology

The 2020 Harris Poll EquiTrend Study is based on a sample of 39,100 U.S. consumers ages 15 and over surveyed online, in English and Spanish, in the month of January. The survey took an average of 30 minutes to complete. The total number of brands rated was 1,708. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 900 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, and income. Data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in Harris Poll surveys, no estimates of theoretical sampling error can be calculated.

The Brand Equity Index is the keystone to the EquiTrend program, providing an understanding of a brand's overall strength. A brand's Equity is determined by a calculation of Familiarity, Quality and Purchase Consideration. Brand of the Year is determined by a simple ranking of brands.

The Harris Poll EquiTrend methodology has been validated by academic business experts in the *Journal of Marketing Research* (1994) and *International Journal of Research on Marketing* (2012).














*These statements conform to the principles of disclosure of the National Council on Public Polls.*


























## About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S.; tracking public opinion, motivations and social sentiment since 1963. The Harris Poll is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. The Harris Poll works with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Learn more at [www.theharrispoll.com](http://www.theharrispoll.com) @HarrisPoll


























# EXHIBIT 3

01		02		03		04		05	
	+9% 234,241 \$m		+8% 187,713 \$m		+24% 125,263 \$m		+17% 108,947 \$m		-4% 62,365 \$m
06		07		08		09		10	
	+2% 61,096 \$m		+5% 56,246 \$m		+5% 50,632 \$m		+4% 45,362 \$m		+11% 44,352 \$m
11		12		13		14		15	
	+1% 41,440 \$m		-6% 40,381 \$m		-7% 40,197 \$m		-12% 39,867 \$m		+3% 36,539 \$m
16		17		18		19		20	
	+7% 32,376 \$m		+14% 32,223 \$m		+1% 26,288 \$m		-22% 26,569 \$m		+10% 25,092 \$m
21		22		23		24		25	
	+3% 24,422 \$m		+11% 22,124 \$m		+13% 21,629 \$m		-1% 20,486 \$m		+8% 19,044 \$m

26		27		28		29		30	
	+5% 18,407 \$m		+7% 16,072 \$m		+9% 17,002 \$m		-3% 17,175 \$m		-3% 16,346 \$m
31		32		33		34		35	
	+14% 16,209 \$m		+3% 16,016 \$m		+23% 15,349 \$m		-5% 15,173 \$m		+2% 14,326 \$m
36		37		38		39		40	
	+5% 14,166 \$m		-16% 13,725 \$m		+4% 13,685 \$m		+20% 12,857 \$m		+6% 12,827 \$m
41		42		43		44		45	
	+10% 12,697 \$m		+4% 12,669 \$m		+12% 12,019 \$m		-6% 12,010 \$m		+11% 11,962 \$m
46		47		48		49		50	
	+6% 11,630 \$m		+6% 11,616 \$m		+23% 11,736 \$m		-4% 11,661 \$m		+9% 11,652 \$m

51		52		53		54		55	
	+4% 11,589 \$m		-6% 11,502 \$m		-4% 11,352 \$m		+4% 10,891 \$m		+19% 10,756 \$m
56		57		58		59		60	
	+13% 10,514 \$m		-2% 10,419 \$m		+1% 10,259 \$m		+4% 9,919 \$m		+7% 9,524 \$m
61		62		63		64		65	
	-9% 9,460 \$m		+25% 9,403 \$m		New 9,266 \$m		-1% 8,935 \$m		+10% 8,883 \$m
66		67		68		69		70	
	+2% 8,624 \$m		+13% 8,581 \$m		+7% 8,192 \$m		-7% 8,166 \$m		+24% 8,004 \$m
71		72		73		74		75	
	-3% 7,969 \$m		+15% 7,664 \$m		+2% 6,966 \$m		-9% 6,867 \$m		+6% 6,864 \$m

76		77		78		79		80	
	+19% 6,791 \$m		+12% 6,456 \$m		-7% 6,426 \$m		+15% 6,369 \$m		+13% 6,347 \$m
81		82		83		84		85	
	-2% 6,189 \$m		+16% 6,045 \$m		+2% 5,987 \$m		+9% 5,863 \$m		-6% 5,853 \$m
86		87		88		89		90	
	-6% 5,759 \$m		New 5,714 \$m		+4% 5,656 \$m		+18% 5,595 \$m		+5% 5,582 \$m
91		92		93		94		95	
	-4% 5,526 \$m		+7% 5,516 \$m		+1% 5,509 \$m		-5% 5,536 \$m		+12% 5,297 \$m
96		97		98		99		100	
	+4% 5,025 \$m		-3% 5,105 \$m		New 4,936 \$m		-7% 4,792 \$m		-1% 4,761 \$m

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# Best Global Brands 2018 Rankings

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01  +16% 214,480 \$m	02  +10% 155,506 \$m	03 TOP GROWING  +56% 100,764 \$m	04  +16% 92,715 \$m	05  -5% 66,341 \$m	06  +6% 59,890 \$m	07  +6% 53,404 \$m	08  +2% 48,601 \$m
09  -6% 45,168 \$m	10  +5% 43,417 \$m	11  +10% 43,293 \$m	12  -8% 42,972 \$m	13  -1% 41,006 \$m	14  -2% 39,874 \$m	15  +8% 34,575 \$m	16  -26% 32,757 \$m
17  +11% 30,120 \$m	18 TOP GROWING LOUIS VUITTON +23% 28,152 \$m	19  -5% 26,133 \$m	20  +4% 23,682 \$m	21  +1% 22,885 \$m	22  +2% 20,796 \$m	23  NEW 20,005 \$m	24  +8% 19,139 \$m
25  -5% 17,712 \$m	26  +12% 17,567 \$m	27  -5% 17,458 \$m	28  -7% 16,864 \$m	29  +3% 16,849 \$m	30  -18% 16,826 \$m	31  +1% 16,617 \$m	32  +15% 16,372 \$m
33  +2% 15,627 \$m	34  +14% 14,214 \$m	35  +3% 13,995 \$m	36  +3% 13,535 \$m	37  +3% 13,053 \$m	38  -2% 13,017 \$m	39 TOP GROWING GUCCI +30% 12,942 \$m	40  +6% 12,213 \$m
41  +6% 12,201 \$m	42  +1% 12,187 \$m	43  +5% 12,104 \$m	44  +8% 11,769 \$m	45  +9% 11,577 \$m	46  +6% 11,208 \$m	47  0% 11,118 \$m	48  +4% 11,102 \$m
49  +8% 10,821 \$m	50  +17% 10,772 \$m	51 TOP GROWING  +19% 10,748 \$m	52  +6% 10,707 \$m	53  -3% 10,634 \$m	54  +9% 10,433 \$m	55  +6% 10,380 \$m	56  +1% 10,132 \$m
57  +10% 9,615 \$m	58  +2% 9,533 \$m	59  +10% 9,316 \$m	60  +2% 9,104 \$m	61  +15% 9,021 \$m	62  +2% 8,938 \$m	63  +7% 8,802 \$m	64  +4% 8,659 \$m
65  -9% 8,157 \$m	66 TOP GROWING  +45% 8,111 \$m	67  +1% 7,646 \$m	68  +14% 7,578 \$m	69  +13% 7,547 \$m	70 TOP GROWING  +19% 7,545 \$m	71  +4% 6,925 \$m	72  +10% 6,890 \$m
73 TOP GROWING  +22% 6,621 \$m	74  -7% 6,533 \$m	75 TOP GROWING  +23% 6,432 \$m	76  +5% 6,293 \$m	77  +3% 6,231 \$m	78  +2% 6,221 \$m	79  +3% 5,861 \$m	80 TOP GROWING  +18% 5,760 \$m
81  +6% 5,755 \$m	82 TOP GROWING  +18% 5,730 \$m	83  +5% 5,642 \$m	84  +6% 5,641 \$m	85  +16% 5,517 \$m	86  +3% 5,481 \$m	87  +4% 5,393 \$m	88  +12% 5,375 \$m

+11% 30,120 \$m	+23% 28,152 \$m	-5% 26,133 \$m	+4% 23,682 \$m	+1% 22,865 \$m	+2% 20,798 \$m	NEW 20,005 \$m	+8% 19,139 \$m
25  ZARA  -5% 17,712 \$m	26  J.P.Morgan  +12% 17,567 \$m	27  IKEA  -5% 17,458 \$m	28  Gillette  -7% 16,864 \$m	29  ups  +3% 16,849 \$m	30  H&M  -18% 16,826 \$m	31  Pampers  +1% 16,617 \$m	32  HERMÈS PARIS  +15% 16,372 \$m
33  Budweiser  +2% 15,627 \$m	34  accenture  +14% 14,214 \$m	35  Ford  +3% 13,995 \$m	36  HYUNDAI  +3% 13,535 \$m	37  NESCAFÉ  +3% 13,053 \$m	38  ebay  -2% 13,017 \$m	39  GUCCI  +30% 12,942 \$m	40  NISSAN  +6% 12,213 \$m
41  VW  +6% 12,201 \$m	42  Audi  +1% 12,187 \$m	43  Philips  +5% 12,104 \$m	44  Goldman Sachs  +8% 11,769 \$m	45  citi  +9% 11,577 \$m	46  HSBC  +6% 11,208 \$m	47  AXA  0% 11,118 \$m	48  L'ORÉAL  +4% 11,102 \$m
49  Allianz  +8% 10,621 \$m	50  adidas  +17% 10,772 \$m	51  Adobe  +19% 10,748 \$m	52  PORSCHE  +6% 10,707 \$m	53  Kellogg's  -3% 10,634 \$m	54  hp  +9% 10,433 \$m	55  Canon  +6% 10,360 \$m	56  SIEMENS  +1% 10,132 \$m
57  Starbucks  +10% 9,615 \$m	58  DANONE  +2% 9,533 \$m	59  SONY  +10% 9,316 \$m	60  3M  +2% 9,104 \$m	61  VISA  +15% 9,021 \$m	62  Nestlé  +2% 8,938 \$m	63  Morgan Stanley  +7% 8,802 \$m	64  Colgate  +4% 8,659 \$m
65  Hewlett Packard Enterprise  -9% 8,157 \$m	66  NETFLIX  +45% 8,111 \$m	67  Cartier  +1% 7,646 \$m	68  HUAWEI  +14% 7,578 \$m	69  Santander  +13% 7,547 \$m	70  mastercard  +19% 7,545 \$m	71  KIA  +4% 6,925 \$m	72  FedEx  +10% 6,890 \$m
73  PayPal  +22% 6,621 \$m	74  LEGO  -7% 6,533 \$m	75  salesforce  +23% 6,432 \$m	76  Panasonic  +5% 6,293 \$m	77  Johann-Johann  +3% 6,231 \$m	78  LAND-ROVER  +2% 6,221 \$m	79  DHL  +3% 5,861 \$m	80  Ferrari  +18% 5,760 \$m
81  Dow  +6% 5,755 \$m	82  CATERPILLAR  +18% 5,730 \$m	83  TIFFANY & CO.  +5% 5,642 \$m	84  JACK DANIEL'S  +6% 5,641 \$m	85  Corona Extra  +16% 5,517 \$m	86  KFC  +3% 5,481 \$m	87  Heineken want your world  +4% 5,393 \$m	88  JOHN DEERE  +12% 5,375 \$m
89  Shell  +9% 5,276 \$m	90  MINI  +3% 5,254 \$m	91  Dior  +14% 5,223 \$m	92  Spotify  NEW 5,176 \$m	93  Harley-Davidson  -9% 5,161 \$m	94  BURBERRY LONDON ENGLAND  -3% 4,989 \$m	95  PRADA  +2% 4,812 \$m	96  Sprite  -2% 4,733 \$m
97  JOHNNIE WALKER  +7% 4,731 \$m	98  Hennessy  NEW 4,722 \$m	99  Nintendo  NEW 4,696 \$m	100  SUBARU  NEW 4,214 \$m				

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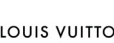







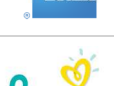




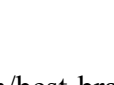
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# Best Global Brands 2017 Rankings


















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2017 Rank	Brand	Sector	Change in Brand Value	Brand Value
01		Technology	+3%	184,154 \$m
02		Technology	+6%	141,703 \$m
03		Technology	+10%	79,999 \$m
04		Beverages	-5%	69,733 \$m
05		Retail	+29%	64,796 \$m
06		Technology	+9%	56,249 \$m
07		Automotive	-6%	50,291 \$m
08		Technology	+48%	48,188 \$m
09		Automotive	+10%	47,829 \$m
10		Business Services	-11%	46,829 \$m
11		Diversified	+3%	44,208 \$m
12		Restaurants	+5%	41,533 \$m
13		Automotive	0%	41,521 \$m

15		Technology	+7%	39,459 \$m
14		Media	+5%	40,772 \$m
16		Technology	+3%	31,930 \$m
17		Technology	+3%	27,466 \$m
18		Sporting Goods	+8%	27,021 \$m
19		Luxury	-4%	22,919 \$m
20		Automotive	+3%	22,696 \$m
21		Technology	+6%	22,635 \$m
22		Beverages	+1%	20,491 \$m
23		Apparel	-10%	20,488 \$m
24		Apparel	+11%	18,573 \$m
25		Retail	+4%	18,472 \$m
26		FMCG	-9%	18,200 \$m
27		Financial Services	-3%	17,787 \$m
28		FMCG	+2%	16,416 \$m
29		Logistics	+7%	16,387 \$m
30		Financial Services	+11%	15,749 \$m
31		Alcohol	+2%	15,375 \$m
32		Luxury	+11%	14,210 \$m

33	<a href="#">Work</a> <a href="#">View Best Brands</a> <a href="#">Services</a> <a href="#">About</a> <a href="#">Contact</a>	 <b>Automotive</b>	+5%	13,643 \$m
34		 <b>Retail</b>	+1%	13,224 \$m
35		 <b>Automotive</b>	+5%	13,193 \$m
36		 <b>Beverages</b>	+1%	12,661 \$m
37		 <b>Business Services</b>	+4%	12,471 \$m
38		 <b>Automotive</b>	+2%	12,023 \$m
39		 <b>Automotive</b>	+4%	11,534 \$m
40		 <b>Automotive</b>	+1%	11,522 \$m
41		 <b>Electronics</b>	+2%	11,519 \$m
42		 <b>Financial Services</b>	+5%	11,073 \$m
43		 <b>FMCG</b>	-6%	10,972 \$m
44		 <b>Financial Services</b>	+16%	10,864 \$m
45		 <b>FMCG</b>	-2%	10,674 \$m
46		 <b>Financial Services</b>	+3%	10,599 \$m
47		 <b>Financial Services</b>	+1%	10,534 \$m
48		 <b>Automotive</b>	+6%	10,129 \$m
49		 <b>Financial Services</b>	+6%	10,059 \$m
50		 <b>Diversified</b>	+6%	9,982 \$m

	Work	Views	Best Brands	Services	About	Contact		Global	Q
51			<b>GUCCI</b>			<b>Luxury</b>	+6%	9,969 \$m	
52			<b>Canon</b>			<b>Electronics</b>	-12%	9,788 \$m	
53						<b>Technology</b>	-8%	9,541 \$m	
54						<b>FMCG</b>	+1%	9,322 \$m	
55						<b>Sporting Goods</b>	+17%	9,216 \$m	
56						<b>Technology</b>	+19%	9,060 \$m	
57						<b>Technology</b>	-19%	8,951 \$m	
58						<b>Diversified</b>	+9%	8,947 \$m	
59						<b>FMCG</b>	0%	8,728 \$m	
60						<b>Restaurants</b>	+16%	8,704 \$m	
61			<b>SONY</b>			<b>Electronics</b>	+2%	8,474 \$m	
62						<b>FMCG</b>	-1%	8,325 \$m	
63			Morgan Stanley			<b>Financial Services</b>	+14%	8,205 \$m	
64			<b>VISA</b>			<b>Financial Services</b>	+1%	7,815 \$m	
65			<i>Cartier</i>			<b>Luxury</b>	-2%	7,547 \$m	
66						<b>Media</b>	+4%	7,100 \$m	
67						<b>FMCG</b>	+5%	7,024 \$m	
68						<b>Financial Services</b>	+8%	6,702 \$m	

	Work	Views	Best Brands	Services	About	Contact	Global	Q
70			<b>Technology</b>	<b>+6%</b>			<b>6,626 \$m</b>	
71			<b>Financial Services</b>	<b>+11%</b>			<b>6,350 \$m</b>	
72			<b>Logistics</b>	<b>+12%</b>			<b>6,255 \$m</b>	
73			<b>Automotive</b>	<b>+7%</b>			<b>6,095 \$m</b>	
74			<b>FMCG</b>	<b>+4%</b>			<b>6,041 \$m</b>	
75			<b>Electronics</b>	<b>-6%</b>			<b>5,983 \$m</b>	
76			<b>Logistics</b>	<b>0%</b>			<b>5,715 \$m</b>	
77			<b>Automotive</b>	<b>+3%</b>			<b>5,671 \$m</b>	
78			<b>Media</b>	<b>NEW</b>			<b>5,592 \$m</b>	
79			<b>Media</b>	<b>-9%</b>			<b>5,411 \$m</b>	
80			<b>Financial Services</b>	<b>+12%</b>			<b>5,408 \$m</b>	
81			<b>Luxury</b>	<b>-6%</b>			<b>5,394 \$m</b>	
82			<b>Alcohol</b>	<b>+3%</b>			<b>5,332 \$m</b>	
83			<b>Restaurants</b>	<b>-7%</b>			<b>5,313 \$m</b>	
84			<b>Technology</b>	<b>NEW</b>			<b>5,224 \$m</b>	
85			<b>Alcohol</b>	<b>+1%</b>			<b>5,181 \$m</b>	
86			<b>Luxury</b>	<b>-4%</b>			<b>5,135 \$m</b>	

88	<a href="#">Work</a> <a href="#">Views</a> <a href="#">Best Brands</a> <a href="#">Services</a> <a href="#">About</a> <a href="#">Contact</a>		<b>Automotive</b>	<b>NEW</b>	Global 9 Q
87			<b>Automotive</b>	<b>+3%</b>	4,876 \$m 5,114 \$m
89			<b>Diversified</b>	<b>-10%</b>	4,868 \$m
90			<b>Beverages</b>	<b>-6%</b>	4,842 \$m
91			<b>Energy</b>	<b>+5%</b>	4,823 \$m
92			<b>Diversified</b>	<b>-1%</b>	4,783 \$m
93			<b>Alcohol</b>	<b>+6%</b>	4,776 \$m
94		<b>PRADA</b>	<b>Luxury</b>	<b>-14%</b>	4,716 \$m
95		<b>Dior</b>	<b>Luxury</b>	<b>-7%</b>	4,587 \$m
96			<b>Alcohol</b>	<b>+2%</b>	4,405 \$m
97			<b>Alcohol</b>	<b>+1%</b>	4,288 \$m
98		<b>TESLA</b>	<b>Automotive</b>	<b>0%</b>	4,009 \$m
99			<b>Alcohol</b>	<b>-3%</b>	4,006 \$m
100			<b>Technology</b>	<b>-1%</b>	4,004 \$m

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## Interbrand















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### Best Global Brands 2016 Rankings

















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2016 Rank	Brand	Change in Brand Value	Brand Value
01		+5%	178,119 \$m
02		+11%	133,252 \$m
03		-7%	73,102 \$m
04		+8%	72,795 \$m
05		+9%	53,580 \$m
06		-19%	52,500 \$m
07		+14%	51,808 \$m
08		+33%	50,338 \$m
09		+18%	43,490 \$m
10		+2%	43,130 \$m
11		+12%	41,535 \$m
12		-1%	39,381 \$m













**Interbrand**

14		+4% +6%	36,952 \$m 38,790 \$m
15		+48%	32,593 \$m
16		+4%	30,948 \$m
17		-3%	26,552 \$m
18		+9%	25,034 \$m
19		+8%	23,998 \$m
20		+2%	22,681 \$m
21		-4%	22,106 \$m
22		+13%	21,293 \$m
23		+3%	20,265 \$m
24		-10%	19,950 \$m
25		-3%	18,358 \$m
26		+8%	17,834 \$m
27		+19%	16,766 \$m
















**Interbrand**

29		+4%	15,333 \$m
28		+6%	16,134 \$m
30		+8%	15,099 \$m
31		+3%	14,227 \$m
32		-6%	13,136 \$m
33		+12%	12,962 \$m
34		+17%	12,833 \$m
35		+11%	12,547 \$m
36		+2%	12,517 \$m
37		+11%	12,033 \$m
38		+14%	11,799 \$m
39		-7%	11,711 \$m
40		-9%	11,436 \$m
41		+4%	11,336 \$m
42		-2%	11,081 \$m
43		+22%	11,066 \$m












**Interbrand**

44		NEW	11,027 \$m
45	L'ORÉAL	+1%	10,930 \$m
46		+14%	10,579 \$m
47	HSBC 	-10%	10,458 \$m
48		NEW	10,386 \$m
49		+5%	10,276 \$m
50		+18%	9,537 \$m
51	Allianz 	+12%	9,528 \$m
52	SIEMENS	+10%	9,415 \$m
53	GUCCI	+6%	9,385 \$m
54		-2%	9,378 \$m
55		+7%	9,197 \$m
56		+1%	8,708 \$m
57		-1%	8,413 \$m
58		+8%	8,315 \$m












**Interbrand**

59		+13%	8,199 \$m
60		+16%	7,885 \$m
61		+13%	7,747 \$m
62		-2%	7,738 \$m
63		+21%	7,586 \$m
64		+20%	7,490 \$m
65		+2%	7,200 \$m
66		+4%	6,830 \$m
67		+25%	6,691 \$m
68		-1%	6,365 \$m
69		+12%	6,326 \$m
70		+2%	6,223 \$m
71		-9%	5,944 \$m
72		+18%	5,835 \$m
73		+5%	5,790 \$m

**Interbrand**

74 75		-9% +2%	5,761 \$m 5,742 \$m
76		+3%	5,736 \$m
77		+6%	5,708 \$m
78		+11%	5,696 \$m
79		+9%	5,579 \$m
80		+1%	5,527 \$m
81	<b>PRADA</b>	-12%	5,504 \$m
82	<b>CATERPILLAR</b>	-9%	5,425 \$m
83	<b>BURBERRY</b>	-9%	5,362 \$m
84		-12%	5,290 \$m
85		+1%	5,193 \$m
86		-4%	5,148 \$m
87		+6%	5,123 \$m
88		+18%	4,986 \$m

**Interbrand**

90		+14% NEW	4,839 \$m 4,909 \$m
91		-8%	4,815 \$m
92		-17%	4,599 \$m
93		+1%	4,509 \$m
94		-9%	4,320 \$m
95		-5%	4,317 \$m
96		-4%	4,252 \$m
97		0%	4,118 \$m
98		-12%	4,092 \$m
99		-2%	4,045 \$m
100		NEW	4,011 \$m

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






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








**Interbrand**

## Rankings
















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2015 Rank	Brand	Brand Value	Change in Brand Value
01		170,276 \$m	+43%
02		120,314 \$m	+12%
03		78,423 \$m	-4%
04		67,670 \$m	+11%
05		65,095 \$m	-10%
06		49,048 \$m	+16%
07		45,297 \$m	0%
08		42,267 \$m	-7%
09		39,809 \$m	-6%
10		37,948 \$m	+29%
11		37,212 \$m	+9%
12		36,711 \$m	+7%
13		36,514 \$m	+13%
















**Interbrand**

14		35,415 \$m	+4%
15		29,854 \$m	-3%
16		27,283 \$m	+5%
17		23,070 \$m	+16%
18		23,056 \$m	-3%
19		22,975 \$m	+6%
20		22,250 \$m	-1%
21		22,222 \$m	+5%
22		22,218 \$m	-3%
23		22,029 \$m	+54%
24		19,622 \$m	+3%
25		18,922 \$m	-3%
26		18,768 \$m	+8%
27		16,541 \$m	+4%
28		15,267 \$m	+8%

















**Interbrand**

29		14,723 \$m	+2%
30		14,031 \$m	+16%
31		13,943 \$m	+7%
32		13,940 \$m	-3%
33		13,749 \$m	+10%
34		12,637 \$m	-6%
35		12,545 \$m	-9%
36		12,257 \$m	+7%
37		11,656 \$m	-11%
38		11,578 \$m	+6%
39		11,293 \$m	+8%
40		11,278 \$m	-4%
41		10,944 \$m	+22%
42		10,800 \$m	+9%
43		10,798 \$m	+6%
















**Interbrand**

45		9,784 \$m	+12%
44		10,328 \$m	+5%
46		9,526 \$m	+9%
47		9,400 \$m	-8%
48		9,254 \$m	+14%
49		9,082 \$m	+19%
50		8,882 \$m	-14%
51		8,632 \$m	+5%
52		8,588 \$m	+7%
53		8,553 \$m	-1%
54		8,498 \$m	+10%
55		8,464 \$m	+3%
56		8,055 \$m	+12%
57		7,924 \$m	+6%
58		7,702 \$m	-5%












**Interbrand**

60	 Morgan Stanley	7,083 \$m	+12%
59		7,243 \$m	+17%
61		6,870 \$m	+15%
62		6,811 \$m	-8%
63	 THOMSON REUTERS	6,583 \$m	-12%
64		6,509 \$m	+6%
65		6,436 \$m	+2%
66	 TIFFANY & CO.	6,306 \$m	+6%
67		6,266 \$m	+16%
68	 Adobe	6,257 \$m	+17%
69	 PRADA	6,222 \$m	+4%
70	 Santander	6,097 \$m	+13%
71		6,033 \$m	-9%
72	 CATERPILLAR	5,976 \$m	-12%
73	 BURBERRY	5,873 \$m	+5%
74		5,666 \$m	+5%

**Interbrand**

75		5,639 \$m	-7%
76		5,551 \$m	+17%
77		5,533 \$m	+7%
78		5,530 \$m	-12%
79		5,460 \$m	+14%
80		5,391 \$m	+6%
81		5,365 \$m	-5%
82		5,362 \$m	New
83		5,208 \$m	+2%
84		5,161 \$m	+6%
85		5,133 \$m	+2%
86		5,130 \$m	+16%
87		5,109 \$m	+14%
88		4,952 \$m	+15%
89		4,822 \$m	+14%

**Interbrand**

90		4,763 \$m	-7%
91		4,629 \$m	-7%
92		4,540 \$m	-6%
93		4,456 \$m	+2%
94		4,407 \$m	-4%
95		4,330 \$m	-7%
96		4,270 \$m	+3%
97		4,251 \$m	New
98		4,243 \$m	New
99		4,131 \$m	New
100		4,114 \$m	New

Work  
Views  
Best Brands  
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About

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Interbrand

# Rankings
















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2014 Rank	Brand	Sector	Brand Value	Change in Brand Value	
01		Technology	118,863 \$m	+21%	
02		Technology	107,439 \$m	+15%	
03		Beverages	81,563 \$m	+3%	
04		Business Services	72,244 \$m	-8%	
05		Technology	61,154 \$m	+3%	
06		Diversified	45,480 \$m	-3%	
07		Technology	45,462 \$m	+15%	
08		Automotive	42,392 \$m	+20%	
09		Restaurants	42,254 \$m	+1%	
10		Automotive	34,338 \$m	+8%	
11		Automotive	34,214 \$m	+7%	















## Interbrand

	12		Technology	34,153 \$m	-8%	▸
▼	13		Media	32,223 \$m	+14%	▸
▼						▸
	14		Technology	30,936 \$m	+6%	▸
▼						▸
	15		Retail	29,478 \$m	+25%	▸
▼						▸
	16		Technology	25,980 \$m	+8%	▸
▼						▸
	17		Technology	23,758 \$m	-8%	▸
▼						▸
	18		FMCG	22,845 \$m	-9%	▸
▼						▸
	19		Luxury	22,552 \$m	-9%	▸
▼						▸
	20		Automotive	21,673 \$m	+17%	▸
▼						▸
	21		Apparel	21,083 \$m	+16%	▸
▼						▸
	22		Sporting Goods	19,875 \$m	+16%	▸
▼						▸
	23		Financial Services	19,510 \$m	+11%	▸
▼						▸
	24		Beverages	19,119 \$m	+7%	▸
▼						▸
	25		Technology	17,340 \$m	+4%	▸
▼						▸
	26		Retail	15,885 \$m	+15%	▸
▼						▸
















# Interbrand

27		Logistics	14,470 \$m	+5%	▶
28		Retail	14,358 \$m	+9%	▶
▼					▶
29		Technology	14,349 \$m	+86%	▶
▼					▶
30		FMCG	14,078 \$m	+8%	▶
▼					▶
31		Automotive	13,716 \$m	+23%	▶
▼					▶
32		FMCG	13,442 \$m	+4%	▶
▼					▶
33		Financial Services	13,142 \$m	+8%	▶
▼					▶
34		Alcohol	13,024 \$m	+3%	▶
▼					▶
35		Financial Services	12,456 \$m	+9%	▶
▼					▶
36		Apparel	12,126 \$m	+12%	▶
▼					▶
37		Electronics	11,702 \$m	+6%	▶
▼					▶
38		Beverages	11,406 \$m	+7%	▶
▼					▶
39		Automotive	10,876 \$m	+18%	▶
▼					▶
40		Automotive	10,409 \$m	+16%	▶
▼					▶
41		Luxury	10,385 \$m	+2%	▶
▼					▶

# Interbrand

▼	43		Electronics	10,202 \$m	+5%	▶
▼	44		Business Services	9,882 \$m	+4%	▶
▼	45		Automotive	9,831 \$m	+27%	▶
▼	46		Luxury	8,977 \$m	+18%	▶
▼	47		Financial Services	8,758 \$m	+3%	▶
▼	48		Financial Services	8,737 \$m	+10%	▶
▼	49		Diversified	8,672 \$m	+2%	▶
▼	50		FMCG	8,215 \$m	+5%	▶
▼	51		FMCG	8,205 \$m	+3%	▶
▼	52		Electronics	8,133 \$m	-3%	▶
▼	53		Financial Services	8,120 \$m	+14%	▶
▼	54		FMCG	8,000 \$m	+6%	▶
▼	55		Financial Services	7,702 \$m	+15%	▶
▼	56		Automotive	7,623 \$m	+23%	▶

Interbrand

▼	57		Luxury	7,449 \$m	+8%	▶
▼			Media	7,472 \$m	-8%	▶
▼	59		Sporting Goods	7,378 \$m	-2%	▶
▼	60		Automotive	7,171 \$m	+11%	▶
▼	61		Diversified	6,812 \$m	-4%	▶
▼	62		Business Services	6,641 \$m	-2%	▶
▼	63		Financial Services	6,334 \$m	+11%	▶
▼	64		Electronics	6,303 \$m	+8%	▶
▼	65		Energy	6,288 \$m	+14%	▶
▼	66		Diversified	6,177 \$m	+14%	▶
▼	67		Media	6,143 \$m	+7%	▶
▼	68		Restaurants	6,059 \$m	-2%	▶
▼	69		Financial Services	5,998 \$m	+10%	▶
▼	70		Luxury	5,977 \$m	+7%	▶
▼	71		Luxury	5,936 \$m	+9%	▶
▼	72		Beverages	5,646 \$m	-3%	▶



73		Luxury	5,594 \$m	+8%	▶
▼					
74		Automotive	5,396 \$m	+15%	▶
▼					
75		Financial Services	5,382 \$m	+16%	▶
▼					
76		Restaurants	5,382 \$m	+22%	▶
▼					
77		Technology	5,333 \$m	+9%	▶
▼					
78		FMCG	5,194 \$m	+9%	▶
▼					
79		Diversified	5,124 \$m	+5%	▶
▼					
80		Media	5,102 \$m	+2%	▶
▼					
81		Logistics	5,084 \$m	NEW	▶
▼					
82		Automotive	5,036 \$m	+10%	▶
▼					
83		Apparel	4,979 \$m	+9%	▶
▼					
84		FMCG	4,935 \$m	+6%	▶
▼					
85		Alcohol	4,884 \$m	+5%	▶
▼					
86		Alcohol	4,842 \$m	+2%	▶
▼					
87		Automotive	4,772 \$m	+13%	▶
▼					








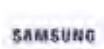






















			Financial Services	4,758 \$m	+13%	
▼	89		FMCG	4,643 \$m	+5%	
▼						
	90		Alcohol	4,609 \$m	+8%	
▼						
	91		Automotive	4,473 \$m	NEW	
▼						
	92		Logistics	4,414 \$m	NEW	
▼						
	93		Alcohol	4,387 \$m	+3%	
▼						
	94		Technology	4,313 \$m	NEW	
▼						
	95		Alcohol	4,221 \$m	-3%	
▼						
	96		Restaurants	4,196 \$m	-2%	
▼						
	97		Apparel	4,143 \$m	NEW	
▼						
	98		Technology	4,138 \$m	-44%	
▼						
	99		Apparel	4,122 \$m	+5%	
▼						
	100		Electronics	4,103 \$m	-33%	
▼						

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2013 Rank	Brand	Change in Brand Value	Brand Value
01		+28%	98,316 \$m
02		+34%	93,291 \$m
03		+2%	79,213 \$m
04		+4%	78,808 \$m
05		+3%	59,546 \$m
06		+7%	46,947 \$m
07		+5%	41,992 \$m
08		+20%	39,610 \$m
09		-5%	37,257 \$m
10		+17%	35,346 \$m
11		+6%	31,904 \$m
12		+10%	31,839 \$m
13		+7%	29,053 \$m

<b>Interbrand</b>			
14		+3%	28,147 \$m
15		-1%	25,843 \$m
16		+1%	25,105 \$m
17		+6%	24,893 \$m
18		+9%	24,088 \$m
19		+27%	23,620 \$m
20		+7%	18,490 \$m
21		+10%	18,168 \$m
22		+8%	17,892 \$m
23		+12%	17,646 \$m
24		+13%	17,085 \$m
25		+7%	16,676 \$m
26		+8%	13,818 \$m
27		+5%	13,763 \$m
28		+20%	13,162 \$m















**Interbrand**

29		+15%	13,035 \$m
30		+8%	12,987 \$m
31		+6%	12,614 \$m
32	HSBC 	+7%	12,183 \$m
33	J.P.Morgan	0%	11,456 \$m
34		+20%	11,120 \$m
35		-9%	10,989 \$m
36	ZARA	+14%	10,821 \$m
37	NESCAFÉ 	-4%	10,651 \$m
38	GUCCI	+7%	10,151 \$m
39	L'ORÉAL	+12%	9,874 \$m
40		+8%	9,813 \$m
41	accenture	+8%	9,471 \$m
42		+15%	9,181 \$m
43		+20%	9,004 \$m

















**Interbrand**

44		+12%	8,536 \$m
45		+13%	8,503 \$m
46		-8%	8,408 \$m
47		-4%	8,103 \$m
48		+5%	7,973 \$m
49		+6%	7,968 \$m
50		+2%	7,833 \$m
51		+8%	7,767 \$m
52		+43%	7,732 \$m
53		-1%	7,648 \$m
54		+23%	7,616 \$m
55		+12%	7,535 \$m
56		+9%	7,527 \$m
57		-65%	7,444 \$m
58		+13%	7,125 \$m












**Interbrand**

60		+5%	7,090 \$m
61		-10%	6,845 \$m
62		+1%	6,779 \$m
63		+8%	6,710 \$m
64		+26%	6,471 \$m
65		+25%	6,203 \$m
66		+3%	6,192 \$m
67		-14%	6,086 \$m
68		+1%	5,821 \$m
69		+2%	5,811 \$m
70		NEW	5,756 \$m
71		-21%	5,724 \$m
72		+30%	5,570 \$m
73		+16%	5,535 \$m

**Interbrand**

75		+5%	5,440 \$m
74		+11%	5,465 \$m
76		+16%	5,413 \$m
77		+20%	5,189 \$m
78		-12%	4,980 \$m
79		+8%	4,899 \$m
80		+15%	4,865 \$m
81		+9%	4,777 \$m
82		+10%	4,745 \$m
83		+15%	4,708 \$m
84		-2%	4,660 \$m
85		NEW	4,645 \$m
86		+7%	4,642 \$m
87		-11%	4,610 \$m
88		+14%	4,584 \$m
89		NEW	4,578 \$m

**Interbrand**

90		+2%	4,428 \$m
91		+8%	4,399 \$m
92		+10%	4,331 \$m
93		+5%	4,276 \$m
94		+2%	4,269 \$m
95		+5%	4,262 \$m
96		+10%	4,230 \$m
97		+8%	4,206 \$m
98		+6%	4,013 \$m
99		+3%	3,943 \$m
100		+5%	3,920 \$m

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Views  
Best Brands  
Contact  
About

Services  
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




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**Interbrand****Best Global Brands 2012  
Rankings**
















Filter +

2012 Rank	Brand	Change in Brand Value	Brand Value
01		+8%	77,839 \$m
02		+129%	76,568 \$m
03		+8%	75,532 \$m
04		+26%	69,726 \$m
05		-2%	57,853 \$m
06		+2%	43,682 \$m
07		+13%	40,062 \$m
08		+12%	39,385 \$m
09		+40%	32,893 \$m
10		+9%	30,280 \$m
11		+10%	30,097 \$m
12		+18%	29,052 \$m
13		-5%	27,438 \$m















**Interbrand**

14		+7%	27,197 \$m
15		-8%	26,087 \$m
16		+4%	24,898 \$m
17		+2%	23,577 \$m
18		+28%	22,126 \$m
19		-16%	21,009 \$m
20		+46%	18,625 \$m
21		-11%	17,280 \$m
22		+14%	16,594 \$m
23		+1%	16,571 \$m
24		+8%	15,702 \$m
25		+8%	15,641 \$m
26		+4%	15,126 \$m
27		+4%	13,088 \$m
28		+8%	12,808 \$m












**Interbrand**

29		+6%	12,068 \$m
30		+3%	12,029 \$m
31		-3%	11,872 \$m
32		-8%	11,471 \$m
33		-4%	11,378 \$m
34		NEW	11,296 \$m
35		-8%	11,089 \$m
36		+12%	10,947 \$m
37		+18%	9,488 \$m
38		+8%	9,446 \$m
39		+18%	9,252 \$m
40		-8%	9,111 \$m
41		+5%	9,066 \$m
42		+1%	8,821 \$m
43		+9%	8,745 \$m












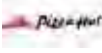



**Interbrand**

44		-11%	8,444 \$m
45		+6%	7,958 \$m
46		+1%	7,722 \$m
47		+7%	7,643 \$m
48		-16%	7,599 \$m
49		-9%	7,591 \$m
50		-12%	7,570 \$m
51		-5%	7,534 \$m
52		+8%	7,498 \$m
53		+24%	7,473 \$m
54	Morgan Stanley	+9%	7,218 \$m
55		+17%	7,196 \$m
56		-8%	7,082 \$m
57		+5%	6,916 \$m
58		+1%	6,748 \$m






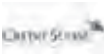





**Interbrand**

60		+5%	6,794 \$m
61		+13%	6,306 \$m
62		+16%	6,184 \$m
63		+15%	6,182 \$m
64		+2%	5,994 \$m
65		+14%	5,765 \$m
66		+2%	5,709 \$m
67		-12%	5,648 \$m
68	<i>Cartier</i>	+15%	5,495 \$m
69		NEW	5,421 \$m
70	TIFFANY & CO.	+15%	5,159 \$m
71	AVON	-4%	5,151 \$m
72		+12%	5,149 \$m
73		+30%	4,969 \$m

**Interbrand**

75		+7%	4,788 \$m
74		+10%	4,944 \$m
76		-6%	4,771 \$m
77		+18%	4,656 \$m
78		+9%	4,557 \$m
79		+8%	4,378 \$m
80		-7%	4,360 \$m
81		+1%	4,352 \$m
82		+16%	4,342 \$m
83		+12%	4,301 \$m
84		NEW	4,271 \$m
85		+16%	4,221 \$m
86		+2%	4,193 \$m
87		NEW	4,089 \$m
88		+11%	4,062 \$m
89		+3%	4,061 \$m

**Interbrand**

90		+5%	4,050 \$m
91		NEW	4,038 \$m
92		+3%	3,939 \$m
93		-39%	3,922 \$m
94		NEW	3,896 \$m
95		-5%	3,866 \$m
96		+10%	3,857 \$m
97		-13%	3,851 \$m
98		-13%	3,824 \$m
99		+5%	3,770 \$m
100		-8%	3,731 \$m

Work  
Views  
Best Brands  
Contact  
About

Services  
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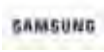











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**Interbrand****Best Global Brands 2011  
Rankings**







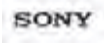








Filter +

2011 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	71,861 \$m
02		+8%	69,905 \$m
03		-3%	59,087 \$m
04		+27%	55,317 \$m
05		0%	42,808 \$m
06		+6%	35,593 \$m
07		+10%	35,217 \$m
08		+58%	33,492 \$m
09		+1%	29,018 \$m
10		+6%	28,479 \$m
11		+6%	27,764 \$m
12		+9%	27,445 \$m
13		+9%	25,309 \$m













**Interbrand**

14		-15%	25,071 \$m
15		+10%	24,554 \$m
16		+3%	23,997 \$m
17		+20%	23,430 \$m
18		+6%	23,172 \$m
19		+5%	19,431 \$m
20		+16%	17,262 \$m
21		+2%	16,459 \$m
22		+4%	14,590 \$m
23		+5%	14,572 \$m
24		+14%	14,542 \$m
25		+6%	14,528 \$m
26		+32%	12,758 \$m
27		+6%	12,536 \$m
28		+1%	12,437 \$m















**Interbrand**

29		0%	12,252 \$m
30		-5%	12,115 \$m
31		-5%	11,863 \$m
32		+2%	11,792 \$m
33		+2%	11,715 \$m
34		+3%	11,372 \$m
35		-13%	9,880 \$m
36		+16%	9,805 \$m
37		+6%	9,515 \$m
38		-3%	9,091 \$m
39		+5%	8,763 \$m
40		+9%	8,699 \$m
41		0%	8,658 \$m
42		-3%	8,620 \$m
43		-6%	8,347 \$m








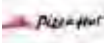
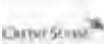







**Interbrand**

44	ZARA	+8%	8,065 \$m
45	accenture	+7%	8,005 \$m
46		+8%	7,900 \$m
47		+14%	7,857 \$m
48		-14%	7,731 \$m
49		+1%	7,609 \$m
50		+4%	7,483 \$m
51		+3%	7,127 \$m
52		+9%	6,936 \$m
53		0%	6,694 \$m
54	Morgan Stanley	-4%	6,634 \$m
55		+1%	6,613 \$m
56		-5%	6,424 \$m
57		+5%	6,414 \$m
58		-5%	6,383 \$m












**Interbrand**

60		+12%	6,154 \$m
61		+19%	6,005 \$m
62		+1%	5,902 \$m
63		-3%	5,604 \$m
64		+19%	5,598 \$m
65		+6%	5,376 \$m
66		+12%	5,356 \$m
67		+9%	5,345 \$m
68		+5%	5,088 \$m
69		+16%	5,047 \$m
70		+18%	4,781 \$m
71		+3%	4,672 \$m
72		+4%	4,580 \$m
73		+9%	4,498 \$m

**Interbrand**

75		+12%	4,478 \$m
74		+12%	4,483 \$m
76		-11%	4,413 \$m
77		+9%	4,383 \$m
78		+7%	4,319 \$m
79		+1%	4,259 \$m
80		+15%	4,170 \$m
81		+3%	4,092 \$m
82		+2%	4,090 \$m
83		-2%	4,072 \$m
84		+2%	4,040 \$m
85		+10%	3,945 \$m
86		+2%	3,924 \$m
87		+4%	3,883 \$m
88		+8%	3,842 \$m
89		+6%	3,841 \$m

**Interbrand**

90		NEW	3,819 \$m
91		+8%	3,809 \$m
92		0%	3,799 \$m
93		+10%	3,794 \$m
94		+8%	3,769 \$m
95		+20%	3,732 \$m
96		+10%	3,663 \$m
97		NEW	3,651 \$m
98		NEW	3,605 \$m
99		+1%	3,591 \$m
100		+7%	3,512 \$m

Work  
Views  
Best Brands  
Contact  
About

Services  
Join  
Offices  
Newsroom














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**Interbrand****Best Global Brands 2010  
Rankings**
















Filter +

2010 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	70,452 \$m
02		+7%	64,727 \$m
03		+7%	60,895 \$m
04		+36%	43,557 \$m
05		-10%	42,808 \$m
06		+4%	33,578 \$m
07		+4%	32,015 \$m
08		-15%	29,495 \$m
09		+1%	28,731 \$m
10		+12%	26,867 \$m
11		-16%	26,192 \$m
12		+6%	25,179 \$m
13		+2%	23,298 \$m











**Interbrand**

14		+5%	23,219 \$m
15		+3%	22,322 \$m
16	LOUIS VUITTON	+4%	21,860 \$m
17		+37%	21,143 \$m
18		+5%	19,961 \$m
19	SAMSUNG	+11%	19,491 \$m
20	HONDA	+4%	18,506 \$m
21	H&M	+5%	16,136 \$m
22	ORACLE	+9%	14,881 \$m
23		+3%	14,061 \$m
24		-7%	13,944 \$m
25		+4%	13,706 \$m
26	SAP	+5%	12,756 \$m
27	NESCAFÉ	-4%	12,753 \$m
28		+4%	12,487 \$m






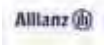





**Interbrand**

29		+29%	12,314 \$m
30		+4%	12,252 \$m
31		+2%	11,826 \$m
32	HSBC 	+10%	11,561 \$m
33		+10%	11,485 \$m
34		-5%	11,356 \$m
35		+6%	11,041 \$m
36		+23%	9,665 \$m
37		+1%	9,372 \$m
38		-2%	8,990 \$m
39		+6%	8,976 \$m
40		-13%	8,887 \$m
41		-14%	8,880 \$m
42		+7%	8,696 \$m
43		+15%	8,453 \$m















**Interbrand**












44	GUCCI	+2%	8,346 \$m
45	L'ORÉAL	+3%	7,981 \$m
46		+4%	7,534 \$m
47	accenture	-3%	7,481 \$m
48	ZARA	+10%	7,468 \$m
49		0%	7,315 \$m
50		+3%	7,195 \$m
51		+6%	6,919 \$m
52	Morgan Stanley	+8%	6,911 \$m
53		+6%	6,892 \$m
54		+32%	6,762 \$m
55		+3%	6,719 \$m
56		+3%	6,694 \$m
57		+4%	6,548 \$m
58		+7%	6,363 \$m

**Interbrand**

60		+5%	6,844 \$m
61		NEW	5,777 \$m
62		+2%	5,495 \$m
63		+9%	5,461 \$m
64	AVON	+3%	5,072 \$m
65		+9%	5,033 \$m
66	YAHOO!	-3%	4,958 \$m
67		+28%	4,904 \$m
68		NEW	4,846 \$m
69		+4%	4,782 \$m
70	CATERPILLAR	-6%	4,704 \$m
71		+3%	4,536 \$m
72		+4%	4,404 \$m
73		+3%	4,351 \$m

**Interbrand**

75		+8%	4,155 \$m
74		NEW	4,218 \$m
76	TIFFANY & CO.	+3%	4,127 \$m
77	<i>Cartier</i>	+2%	4,052 \$m
78		NEW	4,036 \$m
79		+7%	4,021 \$m
80		NEW	4,010 \$m
81		+24%	4,003 \$m
82		+26%	3,998 \$m
83		+2%	3,973 \$m
84		+1%	3,961 \$m
85		NEW	3,847 \$m
86		-13%	3,812 \$m
87		+5%	3,734 \$m
88		+15%	3,626 \$m
89		-2%	3,624 \$m

Interbrand 90		NEW	3,586 \$m
91		+1%	3,562 \$m
92		NEW	3,557 \$m
93		NEW	3,516 \$m
94		NEW	3,496 \$m
95		+4%	3,443 \$m
96		+5%	3,403 \$m
97		+2%	3,339 \$m
98		-24%	3,281 \$m
99		+5%	3,241 \$m
100		0%	3,110 \$m

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Best Brands  
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About

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# EXHIBIT 4

# BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
1	 amazon	Retail	<b>334,646</b>	279,331	20%	4
2	 Apple	Technology	<b>303,381</b>	316,071	-4%	4
3	 Google	Technology	<b>303,217</b>	313,271	-3%	4
4	 Microsoft	Technology	<b>261,090</b>	215,500	21%	4
5	 VISA	Payments	<b>187,906</b>	163,891	15%	5
6	 facebook	Technology	<b>159,702</b>	161,145	-1%	4
7	 McDonald's	Fast Food	<b>143,787</b>	124,939	15%	4
8	 MasterCard	Payments	<b>106,263</b>	91,910	16%	4
9	 AT&T	Telecom Providers	<b>99,428</b>	106,426	-7%	3
10	 verizon	Telecom Providers	<b>98,375</b>	91,808	7%	4
11	 IBM	Technology	<b>82,877</b>	95,330	-13%	4
12	 Coca-Cola	Beverages	<b>80,338</b>	75,915	6%	5
13	 Marlboro	Tobacco	<b>63,473</b>	75,730	-16%	3
14	 The Home Depot	Retail	<b>53,822</b>	52,223	3%	3
15	 Nike	Apparel	<b>53,748</b>	47,069	14%	4
16	 Disney	Entertainment	<b>52,934</b>	53,902	-2%	4
17	 PayPal	Payments	<b>50,879</b>	43,594	17%	5
18	 ups	Logistics	<b>49,986</b>	57,026	-12%	5
19	 xfinity	Telecom Providers	<b>47,199</b>	40,118	18%	3
20	 Starbucks	Fast Food	<b>46,897</b>	42,231	11%	4
21	 accenture	Technology	<b>44,223</b>	36,851	20%	3
22	 Spectrum	Telecom Providers	<b>37,308</b>	38,806	-4%	2
23	 Walmart	Retail	<b>36,140</b>	30,741	18%	2
24	 AMERICAN EXPRESS	Payments	<b>35,650</b>	34,098	5%	4
25	 WELLS FARGO	Banks	<b>35,272</b>	49,503	-29%	3

























Source: BrandZ™/Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# VALUABLE US BRANDS 2020

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
26	 ORACLE®	Technology	<b>34,739</b>	29,904	16%	2
27	 intel	Technology	<b>32,864</b>	31,825	3%	2
28	 cisco	Technology	<b>30,188</b>	23,084	31%	2
29	 Adobe	Technology	<b>29,708</b>	23,726	25%	2
30	 YouTube	Entertainment	<b>29,659</b>	24,976	19%	4
31		Technology	<b>28,876</b>	14,608	98%	5
32	 salesforce	Technology	<b>28,669</b>	20,490	40%	3
33	 NETFLIX	Entertainment	<b>27,634</b>	30,224	-9%	2
34	 LinkedIn	Technology	<b>26,452</b>	20,816	27%	4
35	 Budweiser	Alcohol	<b>25,133</b>	25,426	-1%	4
36	 COSTCO WHOLESALE	Retail	<b>23,504</b>	19,945	18%	3
37		Conglomerate	<b>22,055</b>	32,218	-32%	2
38	 Uber	Transport	<b>21,299</b>	21,118	1%	3
39	 T-Mobile	Telecom Providers	<b>20,487</b>	17,925	14%	3
40	 CHASE	Banks	<b>20,427</b>	20,414	0%	3
41	 DELL Technologies	Technology	<b>20,335</b>	18,272	11%	3
42	 J.P.Morgan	Banks	<b>19,043</b>	19,281	-1%	3
43	 FedEx®	Logistics	<b>18,997</b>	24,624	-23%	5
44	 Pampers	Baby Care	<b>18,533</b>	18,691	-1%	5
45	 KFC®	Fast Food	<b>18,475</b>	15,757	17%	4
46	 SUBWAY	Fast Food	<b>18,269</b>	18,270	0%	4
47	 XBOX	Entertainment	<b>17,695</b>	15,329	15%	2
48	 Colgate	Personal Care	<b>17,643</b>	18,586	-5%	5
49	 citi	Banks	<b>17,122</b>	20,839	-18%	3
50	 ExxonMobil	Energy	<b>17,073</b>	17,749	-4%	1

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
51	 BANK OF AMERICA	Banks	15,177	18,543	-18%	2
52	 Lowe's	Retail	14,670	13,924	5%	2
53	 UnitedHealthcare	Insurance	14,220		NEW	2
54	 usbank	Banks	14,184	15,816	-10%	3
55	 Gillette	Personal Care	14,113	14,275	-1%	5
56	 hp	Technology	13,142	15,286	-14%	3
57	 pepsi	Beverages	12,186	11,908	2%	4
58	 Sprint	Telecom Providers	11,931	11,509	4%	3
59	 ESPN	Entertainment	11,882	11,958	-1%	4
60	 ebay	Retail	11,724	12,899	-9%	3
61	 Ford	Cars	11,089	12,569	-12%	3
62	 State Farm	Insurance	10,994	11,104	-1%	3
63	 Hilton	Travel Services	10,836	10,790	0%	3
64	 DELTA	Travel Services	10,733	10,768	0%	3
65	Morgan Stanley	Banks	9,623	11,670	-18%	2
66	 TARGET	Retail	9,594	8,492	13%	3
67	 Domino's	Fast Food	9,484	8,281	15%	3
68	 American Airlines	Travel Services	9,395	9,216	2%	3
69	 NBC	Entertainment	8,962	7,911	13%	3
70	 WHOLE FOODS MARKET	Retail	8,881	8,078	10%	4
71	 7-ELEVEN	Retail	8,834	8,565	3%	4
72	 Pinterest	Technology	8,823	6,094	45%	5
73	 Chevron	Energy	8,647	8,858	-2%	1
74	 Tide	Home Care	8,502	7,356	16%	5
75	 Lays	Food	8,263	8,220	1%	3

Source: BrandZ™/Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

VALUABLE US BRANDS 2020

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
76	 Hewlett Packard Enterprise	Technology	8,216	10,609	-23%	3
77	 Pizza Hut	Fast Food	8,195	7,480	10%	3
78	 MARRIOTT	Travel Services	8,191	8,344	-2%	2
79	 CenturyLink™	Telecom Providers	8,161	9,686	-16%	2
80	 GEICO	Insurance	8,036	7,405	9%	2
81	 CHIPOTLE MEXICAN GRILL	Fast Food	7,850	5,898	33%	4
82	 Walgreens Trusted since 1901™	Retail	7,743	8,365	-7%	3
83		Technology	7,639	6,041	26%	4
84	 UNITED	Travel Services	7,563	7,164	6%	2
85	 dish	Telecom Providers	7,502	9,842	-24%	3
86	 Goldman Sachs	Banks	7,469	9,255	-19%	4
87	 CBS	Entertainment	7,457	8,215	-9%	3
88	 PROGRESSIVE	Insurance	7,449	6,427	16%	2
89	 BURGER KING	Fast Food	7,280	6,642	10%	3
90	 CVS pharmacy	Retail	7,160	7,876	-9%	3
91	 aetna	Insurance	7,125		NEW	2
92	 HBO	Entertainment	7,073	6,754	5%	5
93	 Pall Mall	Tobacco	6,957	7,666	-9%	2
94	 airbnb	Travel Services	6,907		NEW	2
95	 TESLA	Cars	6,850	8,362	-18%	4
96	 TACO BELL	Fast Food	6,834		NEW	3
97	 PNC	Banks	6,810	8,980	-24%	2
98	ESTÉE LAUDER	Personal Care	6,737	6,146	10%	5
99	 Southwest	Travel Services	6,589	7,824	-16%	3
100	 CLINIQUE	Personal Care	6,514	6,278	4%	5

The Brand Value of Pepsi includes Diets

# BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
1		Technology	316,071	278,919	+13%	4
2		Technology	313,271	286,258	+9%	4
3		Retail	279,331	165,256	+69%	4
4		Technology	215,500	155,404	+39%	4
5		Payments	163,891	121,692	+35%	5
6		Technology	161,145	151,201	+7%	4
7		Fast Food	124,939	110,266	+13%	4
8		Telecom Providers	106,426	114,915	-7%	3
9		Technology	95,330	102,129	-7%	4
10		Payments	91,910	55,416	+66%	4
11		Telecom Providers	91,808	86,948	+6%	4
12		Soft Drinks	75,915	76,388	-1%	5
13		Tobacco	75,730	91,507	-17%	3
14		Logistics	57,026	56,614	+1%	5
15		Entertainment	53,902	56,303	-4%	5
16		Retail	52,223	41,866	+25%	3
17		Banks	49,503	55,268	-10%	3
18		Apparel	47,069	34,295	+37%	4
19		Payments	43,594	23,190	+88%	5
20		Fast Food	42,231	46,071	-8%	4
21		Telecom Providers	40,118	44,758	-10%	3
22		Telecom Providers	38,806	41,239	-6%	2
23		Technology	36,851	28,410	+30%	3
24		Payments	34,098	27,697	+23%	4
25		Conglomerate	32,218	46,435	-31%	2



















Source: BrandZ™/Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
26		Technology	31,825	22,790	+40%	3
27		Retail	30,741	27,585	+11%	2
28		Entertainment	30,224	15,676	+93%	3
29		Technology	29,904	25,370	+18%	2
30		Beer	25,426	28,029	-9%	4
31		Technology	24,976	20,380	+23%	4
32		Logistics	24,624	19,993	+23%	5
33		Technology	23,726	14,265	+66%	3
34		Technology	23,084	17,701	30%	2
35		Transport	21,118	NEW		3
36		Banks	20,839	20,316	+3%	2
37		Technology	20,816	14,744	+41%	5
38		Technology	20,490	14,222	+44%	3
39		Banks	20,414	16,687	+22%	3
40		Retail	19,945	16,785	+19%	2
41		Banks	19,281	15,871	+21%	3
42		Baby Care	18,691	22,000	-15%	5
43		Personal Care	18,586	18,273	+2%	5
44		Banks	18,543	13,657	+36%	2
45		Technology	18,272	NEW		3
46		Fast Food	18,270	19,529	-6%	4
47		Telecom Providers	17,925	16,926	+6%	3
48		Oil & Gas	17,749	18,212	-3%	1
49		Banks	15,816	17,185	-8%	3
50		Fast Food	15,757	12,895	+22%	4


The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
51	 XBOX	Entertainment	15,329	NEW		2
52	 hp	Technology	15,286	12,434	+23%	3
53	 Instagram	Technology	14,608	8,732	+67%	5
54	 Gillette™	Personal Care	14,275	15,921	-10%	5
55	 Lowe's	Retail	13,924	12,115	+15%	2
56	 ebay	Retail	12,899	12,962	+0%	3
57	 Ford	Cars	12,569	12,813	-2%	3
58	 ESPN	Entertainment	11,958	NEW		4
59	 pepsi	Soft Drinks	11,908	12,746	-7%	4
60	Morgan Stanley	Banks	11,670	9,775	+19%	2
61	 Sprint	Telecom Providers	11,509	13,316	-14%	3
62	 State Farm®	Insurance	11,104	10,014	+11%	3
63	 Hilton	Hotels	10,790	9,824	+10%	3
64	 DELTA	Airlines	10,768	10,557	+2%	3
65	 Hewlett Packard Enterprise	Technology	10,609	12,794	-17%	3
66	 dish	Telecom Providers	9,842	12,117	-19%	3
67	 CenturyLink™	Telecom Providers	9,686	6,693	+45%	2
68	 Goldman Sachs	Banks	9,255	8,700	+6%	3
69	 American Airlines	Airlines	9,216	9,586	-4%	2
70	 PNC	Banks	8,980	8,108	+11%	2
71	 Chevron	Oil & Gas	8,858	8,482	+4%	1
72	 7-ELEVEN®	Retail	8,565	9,036	-5%	4
73	 TARGET	Retail	8,492	7,517	+13%	3
74	 Walgreens Trusted since 1901™	Retail	8,365	10,200	-18%	3
75	 TESLA	Cars	8,362	8,319	+1%	4

Source: BrandZ™/Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
76	 MARRIOTT	Hotels	8,344	7,309	+14%	2
77	 Domino's®	Fast Food	8,281	7,120	+16%	3
78	 Lays	Food & Dairy	8,220	8,239	+0%	3
79	 CBS	Entertainment	8,215	NEW		3
80	 WHOLE FOODS MARKET	Retail	8,078	5,185	+56%	4
81	 NBC	Entertainment	7,911	NEW		3
82	 CVS pharmacy®	Retail	7,876	9,109	-14%	3
83	 Southwest®	Airlines	7,824	8,140	-4%	3
84	 Pall Mall	Tobacco	7,666	7,062	+9%	2
85	 Pizza Hut	Fast Food	7,480	7,364	+2%	3
86	 GEICO®	Insurance	7,405	6,491	+14%	2
87	 Newport	Tobacco	7,391	NEW		3
88	 FOX	Entertainment	7,376	NEW		3
89	 Tide	Home Care	7,356	7,945	-7%	5
90	 Snapchat	Technology	7,344	10,845	-32%	4
91	 LM	Tobacco	7,179	9,022	-20%	2
92	 UNITED 	Airlines	7,164	6,958	+3%	2
93	 HBO®	Entertainment	6,754	NEW		5
94	 BURGER KING	Fast Food	6,642	5,533	+20%	3
95	 PROGRESSIVE®	Insurance	6,427	4,758	+35%	2
96	 CLINIQUE	Personal Care	6,278	6,008	+5%	5
97	ESTÉE LAUDER	Personal Care	6,146	4,474	+37%	5
98	 Pinterest	Technology	6,094	NEW		5
99	 Twitter	Technology	6,041	NEW		4
100	 CHIPOTLE MEXICAN GRILL	Fast Food	5,898	5,684	+4%	4

The Brand Value of Pepsi includes Diets

# BRANDZ™ TOP 100 MOST VALUABLE US BRANDS 2018

	Brand	Category	Brand Value 2018 \$M	BC Index
1	Google	Technology	286,258	4
2	Apple	Technology	278,919	4
3	amazon	Retail	165,256	4
4	Microsoft	Technology	155,404	4
5	facebook	Technology	151,201	4
6	VISA	Payments	121,692	4
7	AT&T	Telecom Providers	114,915	3
8	McDonald's	Fast Food	110,266	4
9	IBM	Technology	102,129	4
10	Marlboro	Tobacco	91,507	3
11	verizon	Telecom Providers	86,948	3
12	Coca-Cola	Soft Drinks	76,388	5
13	ups	Logistics	56,614	5
14	Disney	Entertainment	56,303	5
15	mastercard	Payments	55,416	4
16	WELLS FARGO	Banks	55,268	3
17	GE	Conglomerate	46,435	2
18	Starbucks	Fast Food	46,071	4
19	xfinity	Telecom Providers	44,758	3
20	THE HOME DEPOT	Retail	41,866	3
21	Spectrum	Telecom Providers	41,239	2
22	Nike	Apparel	34,295	4
23	accenture	Technology	28,410	3
24	Budweiser	Beer	28,029	4
25	AMERICAN EXPRESS	Payments	27,697	4

Source: BrandZ™/Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

	Brand	Category	Brand Value 2018 \$M	BC Index
26	Walmart	Retail	27,585	2
27	ORACLE	Technology	25,370	2
28	PayPal	Payments	23,190	5
29	intel	Technology	22,790	2
30	Pampers	Baby Care	22,000	5
31	YouTube	Technology	20,380	4
32	citi	Banks	20,316	2
33	FedEx	Logistics	19,993	5
34	SUBWAY	Fast Food	19,529	4
35	Colgate	Personal Care	18,273	4
36	ExxonMobil	Oil & Gas	18,212	1
37	cisco	Technology	17,701	2
38	usbank	Banks	17,185	3
39	T-Mobile	Telecom Providers	16,926	3
40	COSTCO WHOLESALE	Retail	16,785	2
41	CHASE	Banks	16,687	3
42	Gillette	Personal Care	15,921	5
43	J.P.Morgan	Banks	15,871	3
44	NETFLIX	Technology	15,676	3
45	LinkedIn	Technology	14,744	5
46	Adobe	Technology	14,265	2
47	salesforce	Technology	14,222	3
48	Bank of America	Banks	13,657	2
49	Sprint	Telecom Providers	13,316	3
50	ebay	Retail	12,962	3

	Brand	Category	Brand Value 2018 \$M	BC Index
51	KFC	Fast Food	12,895	3
52	Ford	Cars	12,813	3
53	Hewlett Packard Enterprise	Technology	12,794	3
54	pepsi	Soft Drinks	12,746	4
55	hp	Technology	12,434	3
56	dish	Telecom Providers	12,117	3
57	LOWE'S	Retail	12,115	2
58	Camel	Tobacco	10,952	3
59	SNAPCHAT	Technology	10,845	4
60	DELTA	Airlines	10,557	2
61	Walgreens	Retail	10,200	3
62	State Farm	Insurance	10,014	3
63	Hilton	Hotels	9,824	3
64	Morgan Stanley	Banks	9,775	2
65	American Airlines	Airlines	9,586	2
66	CVS pharmacy	Retail	9,109	3
67	7-ELEVEN	Retail	9,036	4
68	LM	Tobacco	9,022	2
69	Instagram	Technology	8,732	4
70	Goldman Sachs	Banks	8,700	3
71	Chevron	Oil & Gas	8,482	1
72	Ford	Cars	8,319	4
73	Lays	Food & Dairy	8,239	3
74	Southwest	Airlines	8,140	3
75	PNC	Banks	8,108	2

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light  
The Brand Value of Pepsi includes Diets

	Brand	Category	Brand Value 2018 \$M	BC Index
76	Tide	Home Care	7,945	5
77	TARGET	Retail	7,517	3
78	Pizza Hut	Fast Food	7,364	3
79	MARRIOTT	Hotels	7,309	2
80	Domino's	Fast Food	7,120	3
81	Pall Mall	Tobacco	7,062	2
82	UNITED	Airlines	6,958	2
83	UNIVERSAL	Entertainment	6,708	3
84	CenturyLink	Telecom Providers	6,693	2
85	Huggies	Baby Care	6,614	5
86	GEICO	Insurance	6,491	2
87	CLINIQUE	Personal Care	6,008	5
88	Kroger	Retail	5,898	3
89	DELL	Technology	5,788	3
90	Tropicana	Soft Drinks	5,748	4
91	CRACKER BARREL	Fast Food	5,684	4
92	PRINCE KING	Fast Food	5,533	2
93	Sprite	Soft Drinks	5,358	3
94	WHOLE FOODS	Retail	5,185	5
95	TJ-maxx	Retail	4,765	2
96	PROGRESSIVE	Insurance	4,758	2
97	GATORADE	Soft Drinks	4,694	4
98	TACO BELL	Fast Food	4,661	3
99	ESTÉE LAUDER	Personal Care	4,474	5
100	Capital One	Banks	4,472	3







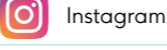



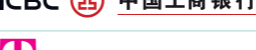























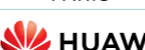











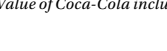



# EXHIBIT 5

# BrandZ™ Top 100 Most Valuable Global Brands 2020

SECTION TWO

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
1	 amazon	Retail	415,855	4	+32%	0	
2	 Apple	Technology	352,206	4	+14%	0	
3	 Microsoft	Technology	326,544	4	+30%	1	
4	 Google	Technology	323,601	4	+5%	-1	
5	 VISA	Payments	186,809	4	+5%	0	
6	 Alibaba Group 阿里巴巴集团	Retail	152,525	3	+16%	1	
7	 Tencent 腾讯	Technology	150,978	4	+15%	1	
8	 FACEBOOK	Technology	147,190	4	-7%	-2	
9	 McDonald's	Fast Food	129,321	4	-1%	0	
10	 Mastercard	Payments	108,129	4	+18%	2	
11	 AT&T	Telecom Providers	105,833	3	-2%	-1	
12	 verizon	Telecom Providers	94,662	4	+0%	-1	
13	 Coca-Cola	Beverages	84,022	5	+4%	1	
14	 IBM	Technology	83,667	4	-3%	-1	
15	 Marlboro	Tobacco	58,247	3	-19%	0	
16	 The Home Depot	Retail	57,585	3	+8%	3	
17	 SAP	Technology	57,578	3	+0%	-1	
18	 王老吉	Alcohol	53,755	4	+58%	17	
19	 LOUIS VUITTON	Luxury	51,777	4	+10%	3	
20	 ups	Logistics	50,748	4	-8%	-2	
21	 Nike	Apparel	49,962	4	+5%	0	
22	 Disney	Entertainment	48,802	4	-14%	-5	
23	 PayPal	Payments	48,453	5	+10%	3	
24	 Starbucks	Fast Food	47,753	4	+4%	0	
25	 xfinity	Telecom Providers	46,973	3	-4%	-5	

Source: BrandZ™ / Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 being the highest

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
26	 NETFLIX	Entertainment	45,889	3	+34%	8	
27	 Walmart	Retail	45,783	2	+24%	5	
28	 Spectrum	Telecom Providers	42,917	2	+12%	2	
29	 Instagram	Technology	41,501	4	+47%	15	
30	 accenture	Technology	41,437	3	+6%	-2	
31	 ICBC 中国工商银行	Regional Banks	38,149	2	-1%	-2	
32	 T-Mobile	Telecom Providers	37,297	3	-16%	-7	
33	 intel	Technology	37,257	2	+17%	3	
34	 CHANEL	Luxury	36,120	5	-2%	-3	
35	 Adobe	Technology	35,904	2	+29%	10	
36	 中国移动 China Mobile	Telecom Providers	34,583	4	-12%	-9	
37	 YouTube	Entertainment	33,976	4	+15%	2	
38	 中国平安 PING AN	Insurance	33,810	3	+15%	2	
39	 HERMÈS PARIS	Luxury	33,008	5	+7%	-2	
40	 SAMSUNG	Technology	32,580	4	+7%	-2	
41	 salesforce	Technology	30,489	3	+13%	5	
42	 WELLS FARGO	Regional Banks	30,443	3	-34%	-19	
43	 LinkedIn	Technology	29,936	4	+31%	15	
44	 L'ORÉAL PARIS	Personal Care	29,468	4	+4%	-1	
45	 HUAWEI	Technology	29,412	3	+9%	2	
46	 AMERICAN EXPRESS	Payments	29,333	4	-16%	-13	
47	 COSTCO WHOLESALE	Retail	28,677	3	+35%	15	
48	 TOYOTA	Cars	28,388	4	-3%	-7	
49	 GUCCI	Luxury	27,238	5	+8%	3	
50	 ORACLE	Technology	26,925	2	+2%	0	

The Brand Value of Coca-Cola includes Diet Coke, Coca-Cola Light and Coca-Cola Zero

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020

# BrandZ™ Top 100 Most Valuable Global Brands 2020

SECTION TWO

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
51	 cisco	Technology	26,254	2	-9%	-9	
52	 JD.COM	Retail	25,494	3	+24%	14	
53	 Budweiser	Beer	24,356	4	-7%	-2	
54	 美团 Meituan	Lifestyle Platform	23,911	5	+27%	24	
55	 vodafone	Telecom Providers	23,128	3	-13%	-6	
56	 Mercedes-Benz	Cars	21,349	4	-9%	-2	
57	 ZARA	Apparel	21,286	3	-6%	4	
58	 中国建设银行 China Construction Bank	Regional Banks	21,089	2	-7%	1	
59	 HDFC BANK	Regional Banks	20,796	4	-8%	1	
60	 RBC	Regional Banks	20,732	4	-9%	-3	
61	 BMW	Cars	20,517	4	-12%	-6	
62	 CHASE	Regional Banks	20,462	3	+0%	5	
63	 NTT	Telecom Providers	20,341	2	+1%	7	
64	 DiDi	Transport	20,041	4	+0%	7	
65	 XBOX	Entertainment	19,632	2	+18%	22	
66	 orange	Telecom Providers	19,392	3	-6%	-2	
67	 HSBC	Global Banks	18,747	3	-19%	-11	
68	 Haier	IoT Ecosystem	18,713	5	+15%	21	
69	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,639	2	+2%	13	
70	 Pampers	Baby Care	18,502	5	-1%	9	
71	 DELL Technologies	Technology	18,194	3	-2%	10	
72	 IKEA	Retail	18,017	3	-5%	4	
73	 AIA	Insurance	17,815	3	+10%	17	
74	 J.P.Morgan	Global Banks	17,649	3	-11%	-1	
75	 LIC	Insurance	17,509	3	-14%	-7	

Source: BrandZ™ / Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 being the highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020 / RANKING

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
76	 Colgate	Personal Care	17,429	4	-1%	8	
77	 TD	Regional Banks	17,339	3	-13%	-5	
78	 BANK OF AMERICA	Regional Banks	16,924	2	-6%	5	
79	 TikTok	Entertainment	16,878	5	NEW		
80	 movistar	Telecom Providers	16,658	3	-14%	-5	
81	 Xiaomi	Technology	16,644	3	-16%	-7	
82	 KFC	Fast Food	16,584	3	-4%	3	
83	 Shell	Energy	16,129	1	-22%	-18	
84	 ALDI	Retail	15,927	3	+8%	12	
85	 Uber	Transport	15,848	3	-35%	-32	
86	 UnitedHealthcare	Insurance	15,799	2	NEW		
87	 citi	Global Banks	15,666	3	-17%	-10	
88	 FedEx	Logistics	15,461	5	-23%	-19	
89	 Gillette	Personal Care	15,116	5	+7%	9	
90	 BCA	Regional Banks	14,917	4	+11%	9	
91	 Baidu 百度	Technology	14,840	5	-29%	-28	
92	 adidas	Apparel	14,812	4	+11%	8	
93	 DHL	Logistics	14,530	4	-13%	-5	
94	 SIEMENS	Conglomerate	13,981	2	-9%	-2	
95	 SUBWAY	Fast Food	13,768	4	-20%	-9	
96	 LOWE'S	Retail	13,717	2	-8%	-2	
97	 中国银行 BANK OF CHINA	Regional Banks	13,686	2	NEW		
98	 LANCÔME PARIS	Personal Care	13,617	5	+11%	N/A	
99	 pepsi	Beverages	13,319	4	NEW		
100	 Commonwealth Bank	Regional Banks	13,155	3	-17%	-9	

The Brand Value of Budweiser includes Bud Light  
The Brand Value of Pepsi includes Diets








































BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020

# BrandZ™ Top 100 Most Valuable

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
1	 amazon	Retail	315,505	4	+52%	2	
2	 Apple	Technology	309,527	4	+3%	0	
3	 Google	Technology	309,000	4	+2%	-2	
4	 Microsoft	Technology	251,244	4	+25%	0	
5	 VISA	Payments	177,918	5	+22%	2	
6	 facebook	Technology	158,968	4	-2%	0	
7	 Alibaba Group 阿里巴巴集团	Retail	131,246	3	+16%	2	
8	 Tencent 腾讯	Technology	130,862	4	-27%	-3	
9	 McDonald's	Fast Food	130,368	4	+3%	-1	
10	 AT&T	Telecom Providers	108,375	3	+2%	0	
11	 verizon	Telecom Providers	94,598	4	+11%	1	
12	 Mastercard	Payments	91,929	4	+30%	3	
13	 IBM	Technology	86,005	4	-11%	-2	
14	 Coca-Cola	Beverages	80,825	5	+1%	0	
15	 Marlboro	Tobacco	71,958	3	-12%	-2	
16	 SAP	Technology	57,528	3	+4%	1	
17	 Disney	Entertainment	57,007	4	+6%	2	
18	 ups	Logistics	54,899	5	-9%	-2	
19	 THE HOME DEPOT	Retail	53,507	3	+13%	1	
20	 xfinity	Telecom Providers	48,889	3	+14%	4	
21	 Nike	Apparel	47,360	4	+23%	8	
22	 LV	Luxury	47,214	5	+15%	4	
23	 WELLS FARGO	Regional Banks	46,468	3	-15%	-5	
24	 Starbucks	Fast Food	45,884	4	+3%	-1	
25	 T..	Telecom Providers	44,219	3	+7%	0	

















































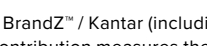

Source: BrandZ™ / Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Global Brands 2019

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
26	 PayPal	Payments	44,166	5	+25%	4	
27	 中国移动 China Mobile	Telecom Providers	39,322	4	-15%	-6	
28	 accenture	Technology	39,184	3	+16%	4	
29	 ICBC 中国工商银行	Regional Banks	38,432	2	-16%	-7	
30	 Spectrum	Telecom providers	38,423	2	-2%	-3	
31	 CHANEL	Luxury	37,006	5	NEW		
32	 Walmart	Retail	36,801	2	+8%	-1	
33	 AMERICAN EXPRESS	Payments	35,071	4	+17%	2	
34	 NETFLIX	Entertainment	34,290	3	+65%	27	
35	 王吉同	Alcohol	33,924	4	+6%	-1	
36	 intel	Technology	31,880	2	+13%	2	
37	 HERMÈS PARIS	Luxury	30,966	5	+10%	2	
38	 SAMSUNG	Technology	30,369	4	-6%	-5	
39	 YouTube	Entertainment	29,613	4	+29%	12	
40	 中国平安 PING AN	Insurance	29,470	3	+13%	3	
41	 TOYOTA	Cars	29,151	4	-3%	-5	
42	 CISCO	Technology	28,861	2	+35%	15	
43	 L'ORÉAL PARIS	Personal Care	28,376	4	+9%	1	
44	 Instagram	Technology	28,205	4	+95%	47	
45	 Adobe	Technology	27,930	2	+57%	30	
46	 salesforce	Technology	26,917	3	+58%	32	
47	 HUAWEI	Technology	26,908	3	+8%	1	
48	 GE	Conglomerate	26,700	2	-32%	-20	
49	 vodafone	Telecom Providers	26,499	3	-8%	-12	
50	 ORACLE	Technology	26,488	2	+3%	-5	

The Brand Value of Coca-Cola includes Diet Coke, Coca-Cola Light and Coca-Cola Zero

# BrandZ™ Top 100 Most Valuable

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
51	 Budweiser	Beer	26,317	5	-3%	-11	
52	 GUCCI	Luxury	25,274	5	+13%	2	
53	 Uber	Transport	24,206	3	+51%	28	
54	 Mercedes-Benz	Cars	23,355	4	-9%	-8	
55	 BMW	Cars	23,326	4	-9%	-8	
56	 HSBC	Global Banks	23,169	3	-2%	-6	
57	 RBC	Regional Banks	22,845	4	0%	-5	
58	 LinkedIn	Technology	22,816	4	+46%	25	
59	 中国建设银行 China Construction Bank	Regional Banks	22,709	2	-4%	-10	
60	 HDFC BANK	Regional Banks	22,705	4	+9%	0	
61	 ZARA	Apparel	22,581	3	-16%	-19	
62	 COSTCO WHOLESALE	Retail	21,282	3	+17%	10	
63	 Bai 百度	Technology	20,879	5	-22%	-22	
64	 orange	Telecom Providers	20,728	3	+6%	1	
65	 Shell	Energy	20,669	1	+2%	-2	
66	 京东 JD	Retail	20,609	3	-2%	-7	
67	 CHASE	Regional Banks	20,514	3	+6%	0	
68	 LIC	Insurance	20,314	3	NEW		
69	 FedEx	Logistics	20,176	5	-9%	-13	
70	 NTT	Telecom Providers	20,070	3	-10%	-15	
71	 DiDi	Transport	20,041	4	NEW		
72	 TD	Regional Banks	19,958	3	+2%	-6	
73	 J.P.Morgan	Global Banks	19,827	3	+9%	0	
74	 mi Xiaomi	Technology	19,805	3	NEW		
75	 movistar	Telecom Providers	19,361	3	-15%	-22	

Source: BrandZ™ / Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Global Brands 2019

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
76	 IKEA	Retail	18,949	3	+8%	0	
77	 citi	Global Banks	18,878	3	-11%	-19	
78	 美团 Meituan	Lifestyle Platform	18,760	5	NEW		
79	 Pampers	Baby Care	18,664	5	-8%	-15	
80	 ExxonMobil	Energy	18,604	1	+2%	-6	
81	 DELL Technologies	Technology	18,486	3	NEW		
82	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,199	2	-5%	-13	
83	 Bank of America	Regional Banks	17,983	2	+3%	-6	
84	 Colgate	Personal Care	17,567	4	-5%	-13	
85	 KFC	Fast Food	17,205	4	+14%	2	
86	 SUBWAY	Fast Food	17,124	4	-9%	-16	
87	 XBOX	Technology	16,690	2	NEW		
88	 DHL	Logistics	16,644	4	-19%	-26	
89	 Haier	IoT Ecosystem	16,272	5	NEW		
90	 AIA	Insurance	16,145	3	+7%	-4	
91	 Commonwealth Bank	Regional Banks	15,795	3	-18%	-23	
92	 SIEMENS	Conglomerate	15,308	2	-4%	-10	
93	 hp	Technology	15,202	3	+3%	-4	
94	 LOWE'S	Retail	14,964	2	14%	1	
95	 usbank	Regional Banks	14,851	3	-9%	-15	
96	 ALDI	Retail	14,692	3	+7%	-3	
97	 TATA CONSULTANCY SERVICES	Technology	14,282	2	NEW		
98	 Gillette	Personal Care	14,150	5	-8%	-13	
99	 BCA	Regional Banks	13,437	4	+6%	0	
100	 adidas	Apparel	13,355	4	+7%	0	

The Brand Value of Budweiser includes Bud Light

# BrandZ™ Top 100 Most

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
1	Google	Technology	302,063	4	+23%	0	
2	Apple	Technology	300,595	4	+28%	0	
3	amazon	Retail	207,594	4	+49%	1	
4	Microsoft	Technology	200,987	4	+40%	-1	
5	Tencent 腾讯	Technology	178,990	5	+65%	3	
6	facebook	Technology	162,106	4	+25%	-1	
7	VISA	Payments	145,611	5	+31%	0	
8	McDonald's	Fast Food	126,044	4	+29%	2	
9	Alibaba Group 阿里巴巴集团	Retail	113,401	3	+92%	5	
10	AT&T	Telecom Providers	106,698	3	-7%	-4	
11	IBM	Technology	96,269	4	-6%	-2	
12	verizon	Telecom Providers	84,897	3	-5%	-1	
13	Marlboro	Tobacco	81,914	3	-6%	-1	
14	Coca-Cola	Soft Drinks	79,964	5	+2%	-1	
15	mastercard	Payments	70,872	4	+42%	5	
16	ups	Logistics	60,412	5	+4%	0	
17	SAP	Technology	55,366	3	+23%	4	
18	WELLS FARGO	Regional Banks	54,952	3	-6%	-3	
19	Disney	Entertainment	53,833	5	+3%	-1	
20	THE HOME DEPOT	Retail	47,229	3	+17%	4	
21	中国移动 China Mobile	Telecom Providers	46,349	4	-18%	-4	
22	ICBC 中国工商银行	Regional Banks	45,853	2	+45%	6	
23	Starbucks	Fast Food	44,503	4	+1%	-1	
24	xfinity	Telecom Providers	43,056	3	+3%	-1	
25	T-Mobile	Telecom Providers	41,499	3	+8%	0	

Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Valuable Global Brands 2018

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
26	Louis Vuitton	Luxury	41,138	5	+41%	3	
27	Spectrum	Telecom Providers	39,372	2	NEW		
28	GE	Conglomerate	39,041	2	-22%	-9	
29	Nike	Apparel	38,479	4	+13%	-3	
30	PayPal	Payments	35,440	5	+85%	22	
31	Walmart	Retail	34,002	2	+22%	0	
32	accenture	Technology	33,723	3	+24%	0	
33	SAMSUNG	Technology	32,191	4	+34%	4	
34	MOËT	Alcohol	32,113	4	+89%	30	
35	AMERICAN EXPRESS	Payments	30,046	4	+24%	1	
36	TOYOTA	Cars	29,987	4	+5%	-6	
37	vodafone	Telecom Providers	28,860	3	-9%	-10	
38	intel	Technology	28,316	2	+29%	6	
39	HERMÈS PARIS	Luxury	28,063	5	+20%	2	
40	Budweiser	Beer	27,031	4	0%	-7	
41	Baidu 百度	Technology	26,861	5	+14%	-2	
42	ZARA	Apparel	26,860	3	+7%	-8	
43	中国平安 PINGAN	Insurance	26,141	3	+51%	18	
44	L'ORÉAL PARIS	Personal Care	26,107	4	+9%	-6	
45	ORACLE	Technology	25,802	2	+21%	1	
46	Mercedes-Benz	Cars	25,684	5	+9%	-6	
47	BMW	Cars	25,624	4	+4%	-12	
48	HUAWEI	Technology	24,922	3	+22%	1	
49	中国建设银行 China Construction Bank	Regional Banks	23,747	2	+27%	5	
50	HSBC	Global Banks	23,633	3	+15%	-2	
















































The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light

# BrandZ™ Top 100 Most

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
51	 YouTube	Technology	22,958	4	+37%	14	
52	 RBC	Regional Banks	22,924	4	+8%	-5	
53	 movistar	Telecom Providers	22,824	3	+4%	-10	
54	 GUCCI	Luxury	22,442	5	+66%	26	
55	 NTT	Telecom Providers	22,377	3	+11%	-5	
56	 FedEx	Logistics	22,218	5	+14%	-5	
57	 cisco	Technology	21,331	2	+28%	9	
58	 citi	Global Banks	21,258	2	+21%	1	
59	 JD.COM	Retail	20,933	3	+94%	NEW	
60	 HDFC BANK	Regional Banks	20,874	4	+22%	3	
61	 NETFLIX	Entertainment	20,819	3	+73%	31	
62	 DHL	Logistics	20,568	4	+30%	8	
63	 Shell	Oil & Gas	20,264	1	+10%	-6	
64	 Pampers	Baby Care	20,183	5	-10%	-22	
65	 orange	Telecom Providers	19,647	3	+14%	-3	
66	 TD	Regional Banks	19,628	3	+6%	-10	
67	 CHASE	Regional Banks	19,324	3	+35%	6	
68	 Commonwealth Bank	Regional Banks	19,286	3	+11%	-8	
69	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	19,141	2	+28%	3	
70	 SUBWAY	Fast Food	18,766	4	-14%	-25	
71	 Colgate	Personal Care	18,516	5	+4%	-13	
72	 COSTCO WHOLESALE	Retail	18,265	3	+12%	-4	
73	 J.P.Morgan	Global Banks	18,251	3	+29%	1	
74	 ExxonMobil	Oil & Gas	18,222	1	-3%	-19	
75	 Adobe	Technology	17,831	3	+53%	23	

Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Valuable Global Brands 2018

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
76	 IKEA	Retail	17,481	3	-8%	-23	
77	 Bank of America	Regional Banks	17,439	2	+42%	10	
78	 salesforce	Technology	17,026	3	+39%	12	
79	 中国人寿 CHINA LIFE	Insurance	16,429	3	+18%	-1	
80	 usbank	Regional Banks	16,278	3	+7%	-9	
81	 UBER	Transport	16,045	3	NEW		
82	 SIEMENS	Conglomerate	15,965	2	+14%	-5	
83	 Linked in	Technology	15,657	5	+15%	-4	
84	 中國銀行 BANK OF CHINA	Regional Banks	15,607	2	+30%	10	
85	 Gillette	Personal Care	15,358	5	-6%	-18	
86	 THE REAL LIFE COMPANY	Insurance	15,131	3	+29%	11	
87	 KFC	Fast Food	15,131	4	+12%	-6	
88	 ebay	Retail	14,829	3	+20%	-2	
89	 hp	Technology	14,797	3	NEW		
90	 SF Express	Logistics	14,537	4	NEW		
91	 Instagram	Technology	14,496	5	NEW		
92	 ANZ	Regional Banks	14,465	3	+3%	-17	
93	 ALDI	Retail	13,785	3	+12%	-4	
94	 BT	Telecom Providers	13,604	3	-15%	-25	
95	 LOWE'S	Retail	13,111	3	-2%	-13	
96	 Ford	Cars	12,742	3	-2%	-13	
97	 HONDA	Cars	12,695	4	+4%	-6	
98	 pepsi	Soft Drinks	12,685	4	0%	-14	
99	 BCA	Regional Banks	12,674	4	NEW		
100	 adidas	Apparel	12,456	4	+50%	NEW	

The Brand Value of Pepsi includes Diets

# BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
1	Google	Technology	245,581	4	7%	0
2	Apple	Technology	234,671	4	3%	0
3	Microsoft	Technology	143,222	4	18%	0
4	amazon	Retail	139,286	4	41%	3
5	facebook	Technology	129,800	4	27%	0
6	AT&T	Telecom Providers	115,112	3	7%	-2
7	VISA	Payments	110,999	4	10%	-1
8	Tencent 腾讯	Technology	108,292	5	27%	3
9	IBM	Technology	102,088	4	18%	1
10	McDonald's	Fast Food	97,723	4	10%	-1
11	verizon	Telecom Providers	89,279	3	-4%	-3
12	Marlboro	Tobacco	87,519	3	4%	0
13	Coca-Cola	Soft Drinks	78,142	5	-3%	0
14	Alibaba Group 阿里巴巴集团	Retail	59,127	2	20%	4
15	Wells Fargo	Regional Banks	58,424	3	0%	-1
16	ups	Logistics	58,275	4	17%	1
17	中国移动 China Mobile	Telecom Providers	56,535	4	1%	-2
18	Disney	Entertainment	52,040	4	6%	1
19	GE	Conglomerate	50,208	2	-7%	-3
20	MasterCard	Payments	49,928	4	8%	0
21	SAP	Technology	45,194	3	16%	1
22	Starbucks	Fast Food	44,230	4	2%	-1
23	xfinity	Telecom Providers	41,808	3	NEW ENTRY	
24	Home Depot	Retail	40,327	3	11%	2
25	T-Mobile	Telecom Providers	38,493	3	2%	-2

Source: Kantar Millward Brown / BrandZ™ (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
26	Nike	Apparel	34,185	4	-9%	-2
27	vodafone	Telecom Providers	31,602	3	-14%	-2
28	ICBC 中国工商银行	Regional Banks	31,570	2	-6%	-1
29	Louis Vuitton	Luxury	29,242	4	3%	1
30	TOYOTA	Cars	28,660	4	-3%	-2
31	Walmart	Retail	27,934	2	2%	1
32	accenture	Technology	27,243	3	19%	6
33	Budweiser	Beer	27,037	4	-3%	-2
34	ZARA	Apparel	25,135	3	0%	1
35	BMW	Cars	24,559	4	-8%	-2
36	AMERICAN EXPRESS	Payments	24,150	4	-9%	-2
37	SAMSUNG	Technology	24,007	4	23%	11
38	L'ORÉAL PARIS	Personal Care	23,899	4	2%	-2
39	Baidu 百度	Technology	23,559	5	-19%	-10
40	Mercedes-Benz	Cars	23,513	4	4%	-1
41	HERMÈS PARIS	Luxury	23,416	5	18%	3
42	Pampers	Baby Care	22,312	5	-3%	-5
43	movistar	Telecom Providers	22,002	3	0%	-3
44	intel	Technology	21,919	2	18%	7
45	SUBWAY	Fast Food	21,713	4	1%	-4
46	ORACLE®	Technology	21,359	2	10%	3
47	RBC	Regional Banks	21,145	4	8%	-2
48	HSBC	Global Banks	20,536	3	1%	-5
49	HUAWEI	Technology	20,388	3	9%	1
50	NTT	Telecom Providers	20,197	2	3%	-3

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light



# BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
51		Logistics	19,441	4	20%	12
52		Payments	19,156	4	20%	13
53		Retail	18,944	3	5%	2
54		Regional Banks	18,770	2	-4%	-8
55		Oil & Gas	18,727	1	11%	3
56		Regional Banks	18,551	3	12%	4
57		Oil & Gas	18,346	1	23%	9
58		Personal Care	17,740	4	-3%	-4
59		Global Banks	17,580	2	3%	-3
60		Regional Banks	17,437	3	7%	4
61		Insurance	17,260	3	2%	-4
62		Telecom Providers	17,180	3	-7%	-9
63		Regional Banks	17,137	4	19%	6
64		Alcohol	16,983	4	48%	29
65		Technology	16,785	4	NEW ENTRY	
66		Technology	16,725	2	15%	1
67		Personal Care	16,278	5	-1%	-6
68		Retail	16,257	2	12%	0
69		Telecom Providers	16,026	3	-14%	-17
70		Logistics	15,844	4	20%	3
71		Regional Banks	15,202	3	8%	-1
72		Regional Banks	14,981	2	-8%	-10
73		Regional Banks	14,289	3	16%	11
74		Global Banks	14,129	3	18%	15
75		Regional Banks	14,044	3	9%	2






















Source: Kantar Millward Brown / BrandZ™ (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
76		Technology	14,018	3	NEW ENTRY	
77		Conglomerate	13,947	2	12%	4
78		Insurance	13,910	3	-17%	-19
79		Technology	13,594	4	10%	6
80		Luxury	13,548	5	8%	0
81		Fast Food	13,521	3	9%	1
82		Retail	13,375	2	3%	-6
83		Cars	13,065	3	0%	-8
84		Soft Drinks	12,730	4	4%	2
85		Oil & Gas	12,639	1	-4%	-13
86		Retail	12,365	3	7%	5
87		Regional Banks	12,286	2	9%	8
88		Telecom Providers	12,273	4	-4%	-10
89		Retail	12,273	2	2%	-2
90		Technology	12,234	2	NEW ENTRY	
91		Cars	12,163	4	-8%	-17
92		Technology	12,057	2	NEW ENTRY	
93		Technology	12,026	4	NEW ENTRY	
94		Regional Banks	12,013	2	-13%	-23
95		Telecom Providers	11,964	2	5%	-1
96		Telecom Providers	11,795	3	NEW ENTRY	
97		Insurance	11,691	3	11%	1
98		Technology	11,649	2	12%	2
99		Soft Drinks	11,567	4	-1%	-9
100		Cars	11,341	3	-1%	-8

The Brand Value of Pepsi includes Diets  
The Brand Value of Red Bull includes sugar-free and Cola

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
1	 Google	Technology	229,198	4	32%	1
2	 Apple	Technology	228,460	4	-8%	-1
3	 Microsoft	Technology	121,824	3	5%	0
4	 AT&T	Telecom Providers	107,387	3	20%	2
5	 facebook	Technology	102,551	4	44%	7
6	 VISA	Payments	100,800	4	10%	-1
7	 amazon	Retail	98,988	3	59%	7
8	 verizon	Telecom Providers	93,220	3	8%	-1
9	 McDonald's	Fast Food	88,654	4	9%	0
10	 IBM	Technology	86,206	4	-8%	-6
11	 Tencent 腾讯	Technology	84,945	4	11%	0
12	 Marlboro	Tobacco	84,143	3	5%	-2
13	 Coca-Cola	Soft Drinks	80,314	5	-4%	-5
14	 Wells Fargo	Regional Banks	58,540	3	-1%	2
15	 中国移动 China Mobile	Telecom Providers	55,923	4	-7%	0
16	 GE	Conglomerate	54,093	2	-9%	1
17	 ups	Logistics	49,816	4	-4%	1
18	 Alibaba Group 阿里巴巴集团	Retail	49,298	2	-26%	-5
19	 Disney	Entertainment	49,229	4	15%	0
20	 MasterCard	Payments	46,141	4	15%	0
21	 Starbucks	Fast Food	43,565	4	49%	8
22	 SAP	Technology	39,023	3	2%	2
23	 T-Mobile	Telecom Providers	37,733	3	12%	4
24	 Nike	Apparel	37,472	4	26%	4
25	 vodafone	Telecom Providers	36,750	3	-4%	-2


























Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26	 Home Depot	Retail	36,440	2	32%	5
27	 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	33,637	2	-13%	-5
28	 TOYOTA	Cars	29,501	3	2%	2
29	 Baidu 百度	Technology	29,030	4	-27%	-8
30	 LV	Luxury	28,508	4	4%	2
31	 Budweiser	Beer	27,925	4	5%	2
32	 Walmart	Retail	27,275	2	-23%	-6
33	 BMW	Cars	26,837	4	2%	1
34	 AMERICAN EXPRESS	Payments	26,641	4	-30%	-9
35	 ZARA	Apparel	25,221	3	14%	7
36	 L'ORÉAL PARIS	Personal Care	23,524	4	1%	2
37	 Pampers	Baby Care	22,911	5	-4%	0
38	 accenture	Technology	22,813	3	13%	13
39	 Mercedes-Benz	Cars	22,708	4	4%	4
40	 movistar	Telecom Providers	21,945	3	3%	6
41	 SUBWAY	Fast Food	21,567	4	-4%	-1
42	 hp	Technology	21,387	2	-7%	-3
43	 HSBC	Global Banks	20,276	2	-16%	-8
44	 HERMÈS PARIS	Luxury	19,821	5	5%	11
45	 RBC	Regional Banks	19,635	4	-18%	-9
46	 中国建设银行 China Construction Bank	Regional Banks	19,617	2	-11%	-5
47	 NTT	Telecom Providers	19,552	2	N/A	N/A
48	 SAMSUNG	Technology	19,490	4	-10%	-3
49	 ORACLE®	Technology	19,489	1	-10%	-5
50	 HUAWEI	Technology	18,652	3	22%	20

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light  
NTT is now valued as a telecom provider and its brand value is restated this year

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
51		Technology	18,632	2	1%	5
52		Telecom Providers	18,575	3	3%	6
53		Telecom Providers	18,465	3	6%	8
54		Personal Care	18,319	4	2%	3
55		Retail	18,082	3	6%	9
56		Global Banks	17,055	2	-2%	4
57		Insurance	16,910	2	6%	11
58		Oil & Gas	16,838	1	-18%	-9
59		Insurance	16,712	2	-4%	3
60		Regional Banks	16,543	3	-20%	-13
61		Personal Care	16,400	4	-17%	-9
62		Regional Banks	16,331	2	-19%	-12
63		Logistics	16,236	4	-17%	-10
64		Regional Banks	16,227	3	-21%	-16
65		Payments	15,910	4	35%	23
66		Oil & Gas	14,940	1	-21%	-12
67		Technology	14,508	2	-10%	0
68		Retail	14,461	2	29%	29
69		Regional Banks	14,440	3	3%	5
70		Regional Banks	14,098	2	-5%	2
71		Regional Banks	13,803	2	-16%	-6
72		Oil & Gas	13,206	1	-24%	-9
73		Logistics	13,199	4	-19%	-7
74		Cars	13,195	3	-1%	4
75		Cars	13,084	3	0%	5

Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
76		Retail	13,001	2	21%	<b>NEW</b>
77		Regional Banks	12,883	3	-27%	-18
78		Telecom Providers	12,825	3	1%	4
79		Apparel	12,665	2	-8%	-4
80		Luxury	12,592	5	-9%	-4
81		Conglomerate	12,485	2	-19%	-12
82		Fast Food	12,386	3	-2%	1
83		Oil & Gas	12,341	1	-18%	-12
84		Regional Banks	12,330	3	6%	5
85		Technology	12,314	4	1%	0
86		Soft Drinks	12,188	4	-7%	-7
87		Retail	12,077	2	4%	3
88		Retail	12,074	3	17%	<b>NEW</b>
89		Global Banks	11,943	2	-12%	-12
90		Soft Drinks	11,667	3	3%	4
91		Retail	11,509	2	-19%	-18
92		Cars	11,479	2	1%	1
93		Alcohol	11,465	4		<b>NEW</b>
94		Telecom Providers	11,343	2	2%	4
95		Regional Banks	11,289	2	0%	0
96		Oil & Gas	10,552	1	-18%	-15
97		Beer	10,549	4	9%	<b>NEW</b>
98		Insurance	10,545	2	10%	<b>NEW</b>
99		Retail	10,496	2	37%	<b>NEW</b>
100		Technology	10,440	2	41%	<b>NEW</b>

The Brand Value of Pepsi includes Diets  
The Brand Value of Red Bull includes sugar-free and Cola


























# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 (\$B)	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 Apple	Technology	246,914	4	67%	1
2	 Google	Technology	175,775	4	9%	1
3	 Microsoft	Technology	105,500	1	20%	1
4	 IBM	Technology	92,750	4	+12%	-1
5	 VISA	Payments	91,412	4	16%	2
6	 AT&T	Telecom Providers	89,457	1	19%	2
7	 Verizon	Telecom Providers	86,300	2	36%	4
8	 Coca-Cola	Soft Drinks	85,543	3	4%	2
9	 McDonald's	Fast Food	81,169	1	-4%	-1
10	 Merck	Pharma	81,454	2	15%	-1
11	 Tencent 腾讯	Technology	76,721	5	43%	3
12	 Facebook	Technology	71,160	4	69%	9
13	 Alibaba Group 阿里巴巴集团	Retail	65,575	2	Value UNFTM	
14	 amazon.com	Retail	61,240	1	1%	4
15	 中国移动 China Mobile	Telecom Providers	58,586	4	77%	1
16	 Wells Fargo	Regional Banks	55,800	3	2%	-2
17	 中国银行 Bank of China	Conglomerate	54,272	2	5%	2
18	 J&J	Logistics	51,720	5	5%	-2
19	 Disney	Entertainment	42,162	5	24%	4
20	 MasterCard	Payments	40,158	4	2%	2
21	 Baidu 百度	Technology	40,040	5	77%	1
22	 ICBC 中国工商银行	Regional Banks	38,805	1	-4%	-1
23	 中国联通 China Unicom	Telecom Providers	38,401	3	6%	-3
24	 SAP	Technology	37,777	1	3%	5
25	 American Express	Payments	36,650	4	17%	1


























Source: Brand Finance, a leading provider of Brand & IP Valuation. All figures are estimates and should not be used for investment purposes. All figures are in US\$.

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# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015





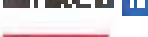

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	 Walmart	Retail	17,241	5	2%	+1
27	 T-Mobile	Telecom Providers	16,634	5	11%	0
28	 Nike	Apparel	16,571	4	21%	6
29	 Starbucks	Fast Food	14,112	1	14%	2
30	 Tencent	Gam	13,013	4	+2%	+1
31	 Home Depot	Retail	12,703	2	13%	9
32	 Louis Vuitton	Luxury	12,441	3	6%	+3
33	 Porsche	Car	12,017	4	2%	2
34	 BMW	Car	10,140	4	2%	1
35	 HSBC	Global Banks	9,724	5	+1%	+2
36	 Banco do Brasil	Regional Banks	8,010	4	7%	2
37	 Huggo	Baby Care	7,674	2	1%	1
38	 Porsche Financial	Financial Corp	7,376	4	0%	+2
39	 HP	Technology	6,659	5	+5%	-
40	 McDonald's	Fast Food	6,591	4	1%	2
41	 Banco de México	Regional Banks	5,635	2	+1%	+2
42	 ZARA	Apparel	4,625	3	+1%	+1
43	 Mercedes-Benz	Car	4,356	4	1%	3
44	 Oracle	Technology	3,517	2	1%	1
45	 Samsung	Technology	3,400	4	+1%	+1
46	 Movistar	Telecom Providers	3,231	2	2%	0
47	 TD Bank	Regional Banks	2,673	2	3%	0
48	 Commerzbank	Regional Banks	2,590	3	+2%	+4
49	 ExxonMobil	Oil & Gas	2,042	1	3%	-1
50	 Bank of China	Regional Banks	1,165	1	1%	1

# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 (\$B)	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
71	 <b>accenture</b>	Technology	52,105	7	+1%	7
72	 <b>L'Oréal Paris</b>	Personal Care	49,752	5	+8%	2
73	 <b>FedEx</b>	Logistics	49,691	7	+5%	5
74	 <b>Shell</b>	Oil & Gas	48,247		+2%	-1
75	 <b>HERMÈS</b>	Luxury	44,508	5	+133%	+14
76	 <b>Intel</b>	Technology	48,189	2	+5%	11
77	 <b>Colgate</b>	Personal Care	34,977	7	+2%	-1
78	 <b>BT</b>	Telecom Providers	37,565	3	+7%	8
79	 <b>ANZ</b>	Regional Banks	37,502	4	+7%	8
80	 <b>citi</b>	Global Banks	37,466	2	+1%	-1
81	 <b>Orange</b>	Telecom Providers	37,314	3	+6%	1
82	 <b>ping-pong</b>	Recreation	35,306	3	+44%	31
83	 <b>Shell</b>	Oil & Gas	37,267	1	+14%	1
84	 <b>IKEA</b>	Retail	31,535	3	+37%	+11
85	 <b>中國銀行</b> Bank of China	Regional Banks	30,126	2	+6%	2
86	 <b>DHL</b>	Logistics	29,307	7	+5%	7
87	 <b>cisco</b>	Technology	28,562	2	+3%	7
88	 <b>中国平安</b> PING AN	Insurance	25,535	3	+23%	9
89	 <b>SIEMENS</b>	Technology	24,460	1	+6%	+10
90	 <b>HUAWEI</b>	Technology	25,115	2	NEW ENTRY	
91	 <b>Petrobras</b>	Oil & Gas	25,066	1	+1%	3
92	 <b>US bank</b>	Regional Banks	19,207	1	+2%	7
93	 <b>ebay</b>	Retail	24,171	2	+4%	+7
94	 <b>HDFC BANK</b>	Regional Banks	24,667	4	NEW ENTRY	
95	 <b>H&amp;M</b>	Apparel	19,757	2	+1%	12

Source: BrandZ™ Top 100 Most Valuable Global Brands™ 2015. © Interbrand Inc. 2015. All rights reserved.  
 \* The list is based on the estimated market value of the brands, not the value of the companies that own them.

# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 (\$B)	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 GUCCI	Luxury	13,600	5	11%	1
2	 JPMorgan	Global Banks	12,511	3	5%	2
3	 HONDA	Cars	12,124	4	+1%	40
4	 Asahi	Soft Drinks	12,111	1	24%	9
5	 Ford	Cars	12,045	2	1.5%	4
6	 PEPSI	Oil & Gas	12,030	3	1%	12
7	 China Mobile	Telecom Providers	11,721	4	NEW ENTRY	
8	 McDonald's	Fast Food	12,647	4	6%	6
9	 Westpac	Regional Banks	9,420	4	6%	1
10	 LinkedIn	Technology	12,700	3	2%	2
11	 Citigroup	Global Banks	12,311	5	15%	5
12	 Woolworths	Retail	11,112	4	1%	15
13	 PayPal	Payments	11,100	2	+1%	10
14	 CHASE	Regional Banks	11,551	3	2%	12
15	 Audi	Retail	11,400	2	11%	11
16	 ING	Global Banks	11,370	3	35%	3
17	 Twitter	Technology	11,447	4	+17%	14
18	 Citroën	Cars	11,111	3	1%	11
19	 JetBlue	Soft Drinks	11,375	1	5%	8
20	 Bank of America	Regional Banks	11,111	1	7%	4
21	 docomo	Telecom Providers	11,111	2	12%	7
22	 Costco	Retail	11,214	2	NEW ENTRY	
23	 SoftBank	Telecom Providers	11,111	1	NEW ENTRY	
24	 中国电信	Telecom Providers	11,111	4	NEW ENTRY	
25	 Scotiabank	Regional Banks	11,114	3	5%	11

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	% Change	Brand Value (\$Bn)	% Change
1	Google	USA	243.1	10	219.5	10
2	Apple	USA	171.2	14	150.0	14
3	Facebook	USA	121.8	17	104.0	17
4	Microsoft	USA	101.1	1	100.0	1
5	McDonald's	USA	98.0	1	97.0	1
6	Coca-Cola	USA	88.1	1	87.0	1
7	Visa	USA	78.2	1	76.0	3
8	Netflix	USA	71.1	1	69.0	3
9	Walmart	USA	68.0	1	67.0	1
10	Amazon	USA	63.5	1	61.0	4
11	Starbucks	USA	57.0	1	56.0	2
12	Alibaba Group	China	56.0	1	55.0	1
13	Mercedes-Benz	Germany	55.0	1	54.0	1
14	Deutsche Bank	Germany	54.0	1	53.0	1
15	Bank of America	USA	53.0	1	52.0	1
16	JP Morgan Chase	USA	52.0	1	51.0	1
17	HSBC	UK	51.0	1	50.0	1
18	Wells Fargo	USA	50.0	1	49.0	1
19	Bank of China	China	49.0	1	48.0	1
20	Bank of Communications	China	48.0	1	47.0	1
21	Bank of China	China	47.0	1	46.0	1
22	Bank of China	China	46.0	1	45.0	1
23	Bank of China	China	45.0	1	44.0	1
24	Bank of China	China	44.0	1	43.0	1
25	Bank of China	China	43.0	1	42.0	1
26	Bank of China	China	42.0	1	41.0	1
27	Bank of China	China	41.0	1	40.0	1
28	Bank of China	China	40.0	1	39.0	1
29	Bank of China	China	39.0	1	38.0	1
30	Bank of China	China	38.0	1	37.0	1

Source: Brand Finance, based on data from the Brand Finance database. All figures are in US dollars.
























## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	% Change	Brand Value (\$Bn)	% Change
31	Bank of China	China	37.0	1	36.0	1
32	Bank of China	China	36.0	1	35.0	1
33	Bank of China	China	35.0	1	34.0	1
34	Bank of China	China	34.0	1	33.0	1
35	Bank of China	China	33.0	1	32.0	1
36	Bank of China	China	32.0	1	31.0	1
37	Bank of China	China	31.0	1	30.0	1
38	Bank of China	China	30.0	1	29.0	1
39	Bank of China	China	29.0	1	28.0	1
40	Bank of China	China	28.0	1	27.0	1
41	Bank of China	China	27.0	1	26.0	1
42	Bank of China	China	26.0	1	25.0	1
43	Bank of China	China	25.0	1	24.0	1
44	Bank of China	China	24.0	1	23.0	1
45	Bank of China	China	23.0	1	22.0	1
46	Bank of China	China	22.0	1	21.0	1
47	Bank of China	China	21.0	1	20.0	1
48	Bank of China	China	20.0	1	19.0	1
49	Bank of China	China	19.0	1	18.0	1
50	Bank of China	China	18.0	1	17.0	1
51	Bank of China	China	17.0	1	16.0	1
52	Bank of China	China	16.0	1	15.0	1
53	Bank of China	China	15.0	1	14.0	1
54	Bank of China	China	14.0	1	13.0	1
55	Bank of China	China	13.0	1	12.0	1
56	Bank of China	China	12.0	1	11.0	1
57	Bank of China	China	11.0	1	10.0	1
58	Bank of China	China	10.0	1	9.0	1
59	Bank of China	China	9.0	1	8.0	1
60	Bank of China	China	8.0	1	7.0	1

Source: Brand Finance, based on data from the Brand Finance database. All figures are in US dollars.




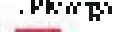





















By the end of 2014

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	Change in Brand Value (%)	Brand Age (Years)
1	 Coca-Cola	USA	62.5	+1%	120
2	 Apple	USA	52.5	+1%	35
3	 Microsoft	USA	51.5	+1%	40
4	 Amazon.com	USA	48.5	+1%	15
5	 Google	USA	47.5	+1%	25
6	 Facebook	USA	45.5	+1%	8
7	 IBM	USA	44.5	+1%	85
8	 FedEx	USA	43.5	+1%	30
9	 Samsung	South Korea	42.5	+1%	25
10	 Walmart	USA	41.5	+1%	45
11	 Nike	USA	40.5	+1%	40
12	 Alibaba Group	China	39.5	+1%	10
13	 Mercedes-Benz	Germany	38.5	+1%	100
14	 Toyota	Japan	37.5	+1%	70
15	 Honda	Japan	36.5	+1%	75
16	 McDonald's	USA	35.5	+1%	40
17	 Tencent	China	34.5	+1%	15
18	 Intel	USA	33.5	+1%	30
19	 Oracle	USA	32.5	+1%	25
20	 Yahoo!	USA	31.5	+1%	20
21	 LinkedIn	USA	30.5	+1%	5
22	 Twitter	USA	29.5	+1%	7
23	 Netflix	USA	28.5	+1%	12
24	 eBay	USA	27.5	+1%	15
25	 Paycom Software	USA	26.5	+1%	10

Source: BrandZ™ Top 100 Most Valuable Global Brands 2014. © 2014 Interbrand Inc.

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	Change in Brand Value (%)	Brand Age (Years)
26	 Arista Networks	USA	25.5	+1%	10
27	 Cisco	USA	24.5	+1%	30
28	 United Airlines	USA	23.5	+1%	70
29	 Pineapple	USA	22.5	+1%	15
30	 Kia	South Korea	21.5	+1%	30
31	 Gigamon	USA	20.5	+1%	10
32	 Kia	South Korea	19.5	+1%	30
33	 Kia	South Korea	18.5	+1%	30
34	 Kia	South Korea	17.5	+1%	30
35	 Kia	South Korea	16.5	+1%	30
36	 Kia	South Korea	15.5	+1%	30
37	 Kia	South Korea	14.5	+1%	30
38	 Kia	South Korea	13.5	+1%	30
39	 Kia	South Korea	12.5	+1%	30
40	 Kia	South Korea	11.5	+1%	30
41	 Kia	South Korea	10.5	+1%	30
42	 Kia	South Korea	9.5	+1%	30
43	 Kia	South Korea	8.5	+1%	30
44	 Kia	South Korea	7.5	+1%	30
45	 Kia	South Korea	6.5	+1%	30
46	 Kia	South Korea	5.5	+1%	30
47	 Kia	South Korea	4.5	+1%	30
48	 Kia	South Korea	3.5	+1%	30
49	 Kia	South Korea	2.5	+1%	30
50	 Kia	South Korea	1.5	+1%	30

Source: BrandZ™ Top 100 Most Valuable Global Brands 2014. © 2014 Interbrand Inc.

## BRANDZ™ Top 100 Most Valuable Global Brands 2013

Rank	Category	Brand	Brand value US\$ bn	Brand contribution %	Market share %	Year-on-year change
1	Technology	Apple	158.6	4	2%	+
2	Technology	Microsoft	113.909	3	1%	+
3	Technology	IBM	77.884	1	0%	+
4	Food & Beverage	Coca-Cola	58.8	1	1%	+
5	Food & Beverage	Nestle	54.387	0	1%	+
6	Technology	Facebook	50.111	1	4%	+
7	Food & Beverage	Unilever	49.393	0	0%	+
8	Food & Beverage	Wm. Wrigley	39.979	1	1%	+
9	Food & Beverage	McDonald's	37.884	0	0%	+
10	Technology	Google	36.87	0	1%	+
11	Technology	Amazon	33.004	1	1%	+
12	Food & Beverage	Walmart	31.743	0	0%	+
13	Food & Beverage	Wendy's	29.1	1	1%	+
14	Food & Beverage	Starbucks	28.77	0	1%	+
15	Food & Beverage	McDonald's	27.788	1	1%	+
16	Food & Beverage	Wendy's	27.788	1	1%	+
17	Food & Beverage	Wendy's	27.788	1	1%	+
18	Food & Beverage	Wendy's	27.788	1	1%	+
19	Food & Beverage	Wendy's	27.788	1	1%	+
20	Food & Beverage	Wendy's	27.788	1	1%	+
21	Technology	Facebook	26.884	1	1%	+
22	Food & Beverage	Wendy's	26.884	1	1%	+
23	Food & Beverage	Wendy's	26.884	1	1%	+
24	Food & Beverage	Wendy's	26.884	1	1%	+
25	Food & Beverage	Wendy's	26.884	1	1%	+
26	Food & Beverage	Wendy's	26.884	1	1%	+
27	Food & Beverage	Wendy's	26.884	1	1%	+
28	Food & Beverage	Wendy's	26.884	1	1%	+
29	Food & Beverage	Wendy's	26.884	1	1%	+
30	Food & Beverage	Wendy's	26.884	1	1%	+

Source: BrandZ™, a division of Interbrand, based on data from Interbrand's annual survey of brand owners and consumers.

Interbrand

Rank	Category	Brand	Brand value US\$ bn	Brand contribution %	Market share %	Year-on-year change
31	Food & Beverage	Wendy's	26.884	1	1%	+
32	Food & Beverage	Wendy's	26.884	1	1%	+
33	Food & Beverage	Wendy's	26.884	1	1%	+
34	Food & Beverage	Wendy's	26.884	1	1%	+
35	Food & Beverage	Wendy's	26.884	1	1%	+
36	Food & Beverage	Wendy's	26.884	1	1%	+
37	Food & Beverage	Wendy's	26.884	1	1%	+
38	Food & Beverage	Wendy's	26.884	1	1%	+
39	Food & Beverage	Wendy's	26.884	1	1%	+
40	Food & Beverage	Wendy's	26.884	1	1%	+
41	Food & Beverage	Wendy's	26.884	1	1%	+
42	Food & Beverage	Wendy's	26.884	1	1%	+
43	Food & Beverage	Wendy's	26.884	1	1%	+
44	Food & Beverage	Wendy's	26.884	1	1%	+
45	Food & Beverage	Wendy's	26.884	1	1%	+
46	Food & Beverage	Wendy's	26.884	1	1%	+
47	Food & Beverage	Wendy's	26.884	1	1%	+
48	Food & Beverage	Wendy's	26.884	1	1%	+
49	Food & Beverage	Wendy's	26.884	1	1%	+
50	Food & Beverage	Wendy's	26.884	1	1%	+
51	Food & Beverage	Wendy's	26.884	1	1%	+
52	Food & Beverage	Wendy's	26.884	1	1%	+
53	Food & Beverage	Wendy's	26.884	1	1%	+
54	Food & Beverage	Wendy's	26.884	1	1%	+
55	Food & Beverage	Wendy's	26.884	1	1%	+
56	Food & Beverage	Wendy's	26.884	1	1%	+
57	Food & Beverage	Wendy's	26.884	1	1%	+
58	Food & Beverage	Wendy's	26.884	1	1%	+
59	Food & Beverage	Wendy's	26.884	1	1%	+
60	Food & Beverage	Wendy's	26.884	1	1%	+
61	Food & Beverage	Wendy's	26.884	1	1%	+
62	Food & Beverage	Wendy's	26.884	1	1%	+
63	Food & Beverage	Wendy's	26.884	1	1%	+
64	Food & Beverage	Wendy's	26.884	1	1%	+
65	Food & Beverage	Wendy's	26.884	1	1%	+
66	Food & Beverage	Wendy's	26.884	1	1%	+
67	Food & Beverage	Wendy's	26.884	1	1%	+
68	Food & Beverage	Wendy's	26.884	1	1%	+
69	Food & Beverage	Wendy's	26.884	1	1%	+
70	Food & Beverage	Wendy's	26.884	1	1%	+
71	Food & Beverage	Wendy's	26.884	1	1%	+
72	Food & Beverage	Wendy's	26.884	1	1%	+
73	Food & Beverage	Wendy's	26.884	1	1%	+
74	Food & Beverage	Wendy's	26.884	1	1%	+
75	Food & Beverage	Wendy's	26.884	1	1%	+
76	Food & Beverage	Wendy's	26.884	1	1%	+
77	Food & Beverage	Wendy's	26.884	1	1%	+
78	Food & Beverage	Wendy's	26.884	1	1%	+
79	Food & Beverage	Wendy's	26.884	1	1%	+
80	Food & Beverage	Wendy's	26.884	1	1%	+
81	Food & Beverage	Wendy's	26.884	1	1%	+
82	Food & Beverage	Wendy's	26.884	1	1%	+
83	Food & Beverage	Wendy's	26.884	1	1%	+
84	Food & Beverage	Wendy's	26.884	1	1%	+
85	Food & Beverage	Wendy's	26.884	1	1%	+
86	Food & Beverage	Wendy's	26.884	1	1%	+
87	Food & Beverage	Wendy's	26.884	1	1%	+
88	Food & Beverage	Wendy's	26.884	1	1%	+
89	Food & Beverage	Wendy's	26.884	1	1%	+
90	Food & Beverage	Wendy's	26.884	1	1%	+
91	Food & Beverage	Wendy's	26.884	1	1%	+
92	Food & Beverage	Wendy's	26.884	1	1%	+
93	Food & Beverage	Wendy's	26.884	1	1%	+
94	Food & Beverage	Wendy's	26.884	1	1%	+
95	Food & Beverage	Wendy's	26.884	1	1%	+
96	Food & Beverage	Wendy's	26.884	1	1%	+
97	Food & Beverage	Wendy's	26.884	1	1%	+
98	Food & Beverage	Wendy's	26.884	1	1%	+
99	Food & Beverage	Wendy's	26.884	1	1%	+
100	Food & Beverage	Wendy's	26.884	1	1%	+

Source: BrandZ™, a division of Interbrand, based on data from Interbrand's annual survey of brand owners and consumers.

## BRANDZ™ Top 100 Most Valuable Global Brands 2013

Rank	Brand	2013 Value (\$Bn)	2012 Value (\$Bn)	% Change	Rank change
1	Apple	1,107	1,000	10%	1
2	Microsoft	628	610	3%	2
3	Google	527	500	5%	3
4	Amazon	345	320	8%	4
5	Facebook	247	220	12%	5
6	Nike	171	160	7%	6
7	Walmart	159	150	6%	7
8	United States Postal Service	119	110	8%	8
9	McDonald's	109	100	9%	9
10	Starbucks	108	100	8%	10
11	Technology	107	100	7%	11
12	Logistics	107	100	7%	12
13	United States	107	100	7%	13
14	United States	107	100	7%	14
15	United States	107	100	7%	15
16	United States	107	100	7%	16
17	United States	107	100	7%	17
18	United States	107	100	7%	18
19	United States	107	100	7%	19
20	United States	107	100	7%	20

Source: BrandZ™, a division of Interbrand. Data as of December 31, 2013.

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Rank	Brand	2013 Value (\$Bn)	2012 Value (\$Bn)	% Change	Rank change
21	United States	107	100	7%	21
22	United States	107	100	7%	22
23	United States	107	100	7%	23
24	United States	107	100	7%	24
25	United States	107	100	7%	25
26	United States	107	100	7%	26
27	United States	107	100	7%	27
28	United States	107	100	7%	28
29	United States	107	100	7%	29
30	United States	107	100	7%	30
31	United States	107	100	7%	31
32	United States	107	100	7%	32
33	United States	107	100	7%	33
34	United States	107	100	7%	34
35	United States	107	100	7%	35
36	United States	107	100	7%	36
37	United States	107	100	7%	37
38	United States	107	100	7%	38
39	United States	107	100	7%	39
40	United States	107	100	7%	40

Source: BrandZ™, a division of Interbrand. Data as of December 31, 2013.

BrandZ™ Top 100 Most Valuable Global Brands 2012

## BrandZ™ Top 100 Most Valuable Global Brands 2012

Rank	Category	Brand	Profitable and IP?	Brand Equity	Brand Loyalty	Brand Reputation	Brand Value
1	Technology	Apple	Yes	100	100	100	100
2	Technology	Microsoft	Yes	95	95	95	95
3	Technology	Google	Yes	90	90	90	90
4	Food & Beverage	McDonald's	Yes	85	85	85	85
5	Technology	Facebook	Yes	80	80	80	80
6	Food & Beverage	Coca-Cola	Yes	75	75	75	75
7	Technology	Amazon	Yes	70	70	70	70
8	Technology	IBM	Yes	65	65	65	65
9	Technology	Oracle	Yes	60	60	60	60
10	Technology	Twitter	Yes	55	55	55	55
11	Food & Beverage	Wendy's	Yes	50	50	50	50
12	Food & Beverage	Starbucks	Yes	45	45	45	45
13	Food & Beverage	McDonald's	Yes	40	40	40	40
14	Food & Beverage	Wendy's	Yes	35	35	35	35
15	Food & Beverage	Wendy's	Yes	30	30	30	30
16	Food & Beverage	Wendy's	Yes	25	25	25	25
17	Food & Beverage	Wendy's	Yes	20	20	20	20
18	Food & Beverage	Wendy's	Yes	15	15	15	15
19	Food & Beverage	Wendy's	Yes	10	10	10	10
20	Food & Beverage	Wendy's	Yes	5	5	5	5

BrandZ™ Top 100 Most Valuable Global Brands 2012

Rank	Category	Brand	Profitable and IP?	Brand Equity	Brand Loyalty	Brand Reputation	Brand Value
21	Technology	Google	Yes	50	50	50	50
22	Technology	Google	Yes	45	45	45	45
23	Technology	Google	Yes	40	40	40	40
24	Technology	Google	Yes	35	35	35	35
25	Technology	Google	Yes	30	30	30	30
26	Technology	Google	Yes	25	25	25	25
27	Technology	Google	Yes	20	20	20	20
28	Technology	Google	Yes	15	15	15	15
29	Technology	Google	Yes	10	10	10	10
30	Technology	Google	Yes	5	5	5	5
31	Technology	Google	Yes	0	0	0	0
32	Technology	Google	Yes	0	0	0	0
33	Technology	Google	Yes	0	0	0	0
34	Technology	Google	Yes	0	0	0	0
35	Technology	Google	Yes	0	0	0	0
36	Technology	Google	Yes	0	0	0	0
37	Technology	Google	Yes	0	0	0	0
38	Technology	Google	Yes	0	0	0	0
39	Technology	Google	Yes	0	0	0	0
40	Technology	Google	Yes	0	0	0	0

BrandZ™ Top 100 Most Valuable Global Brands 2012

BrandZ™ Top 100 Most Valuable Global Brands 2012

2012.01.01~2012.01.01

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# BrandIQ Top 100 Brand Valueable Global Brands 2012

Rank	Brand	Brand Value (\$ Bn)	Brand Value (\$ Bn)	Brand Value (\$ Bn)	% Change (vs. 2011)	Brand Value (\$ Bn)
01	Apple	1,800	1,800	1,800	0%	1,800
02	Microsoft	1,000	1,000	1,000	0%	1,000
03	Amazon	650	650	650	0%	650
04	Google	600	600	600	0%	600
05	Facebook	500	500	500	0%	500
06	Twitter	400	400	400	0%	400
07	LinkedIn	300	300	300	0%	300
08	YouTube	250	250	250	0%	250
09	Instagram	200	200	200	0%	200
10	Pinterest	150	150	150	0%	150
11	Tumblr	100	100	100	0%	100
12	SoundCloud	80	80	80	0%	80
13	Dropbox	70	70	70	0%	70
14	Next Issue	60	60	60	0%	60
15	Netflix	50	50	50	0%	50
16	Spotify	40	40	40	0%	40
17	SoundCloud	30	30	30	0%	30
18	Dropbox	20	20	20	0%	20
19	Next Issue	10	10	10	0%	10
20	Netflix	5	5	5	0%	5

Source: BrandIQ  
Data as of January 1, 2012  
All figures are in US dollars

Rank	Brand	Brand Value (\$ Bn)	Brand Value (\$ Bn)	Brand Value (\$ Bn)	% Change (vs. 2011)	Brand Value (\$ Bn)
01	Apple	1,800	1,800	1,800	0%	1,800
02	Microsoft	1,000	1,000	1,000	0%	1,000
03	Amazon	650	650	650	0%	650
04	Google	600	600	600	0%	600
05	Facebook	500	500	500	0%	500
06	Twitter	400	400	400	0%	400
07	LinkedIn	300	300	300	0%	300
08	YouTube	250	250	250	0%	250
09	Instagram	200	200	200	0%	200
10	Pinterest	150	150	150	0%	150
11	Tumblr	100	100	100	0%	100
12	SoundCloud	80	80	80	0%	80
13	Dropbox	70	70	70	0%	70
14	Next Issue	60	60	60	0%	60
15	Netflix	50	50	50	0%	50
16	Spotify	40	40	40	0%	40
17	SoundCloud	30	30	30	0%	30
18	Dropbox	20	20	20	0%	20
19	Next Issue	10	10	10	0%	10
20	Netflix	5	5	5	0%	5

Source: BrandIQ  
Data as of January 1, 2012  
All figures are in US dollars

Table 1: Top 50 Global Brands in the Global Brand Index 2019

Rank	Brand	Brand Value (\$Bn)	% Change vs. 2018	Rank	Brand	Brand Value (\$Bn)	% Change vs. 2018
1	Apple	245.1	8%	26	Walmart	158.2	1%
2	Google	212.3	5%	27	Alibaba Group	156.7	12%
3	Microsoft	198.5	10%	28	Amazon	154.3	15%
4	Facebook	187.6	12%	29	McDonald's	152.1	3%
5	Amazon	176.4	18%	30	Starbucks	149.8	7%
6	McDonald's	165.2	4%	31	Netflix	147.5	11%
7	Starbucks	154.1	9%	32	Twitter	145.2	14%
8	Netflix	143.0	16%	33	LinkedIn	142.9	10%
9	Twitter	132.8	13%	34	Uber	140.6	20%
10	LinkedIn	121.7	11%	35	Spotify	138.3	8%
11	Uber	110.6	17%	36	Paycom Software	136.0	5%
12	Spotify	109.5	14%	37	Oracle	133.7	2%
13	Paycom Software	98.4	19%	38	IBM	131.4	6%
14	Oracle	87.3	15%	39	Salesforce	129.1	9%
15	IBM	76.2	12%	40	Twitter	126.8	13%
16	Salesforce	65.1	10%	41	Twitter	124.5	11%
17	Twitter	54.0	16%	42	Twitter	122.2	10%
18	Twitter	42.9	13%	43	Twitter	119.9	12%
19	Twitter	31.8	11%	44	Twitter	117.6	14%
20	Twitter	20.7	9%	45	Twitter	115.3	16%
21	Twitter	9.6	7%	46	Twitter	113.0	18%
22	Twitter	-1.5	5%	47	Twitter	110.7	20%
23	Twitter	-12.6	3%	48	Twitter	108.4	22%
24	Twitter	-23.7	1%	49	Twitter	106.1	24%
25	Twitter	-34.8	-1%	50	Twitter	103.8	26%

Source: Brand Finance. Data as of December 31, 2019.  
 Brand Value is calculated as the sum of the brand's revenue and the value of its equity.

Rank	Brand	Brand Value (\$Bn)	% Change vs. 2018	Rank	Brand	Brand Value (\$Bn)	% Change vs. 2018
51	Twitter	101.5	0%	51	Twitter	101.5	0%
52	Twitter	99.2	1%	52	Twitter	99.2	1%
53	Twitter	96.9	2%	53	Twitter	96.9	2%
54	Twitter	94.6	3%	54	Twitter	94.6	3%
55	Twitter	92.3	4%	55	Twitter	92.3	4%
56	Twitter	90.0	5%	56	Twitter	90.0	5%
57	Twitter	87.7	6%	57	Twitter	87.7	6%
58	Twitter	85.4	7%	58	Twitter	85.4	7%
59	Twitter	83.1	8%	59	Twitter	83.1	8%
60	Twitter	80.8	9%	60	Twitter	80.8	9%
61	Twitter	78.5	10%	61	Twitter	78.5	10%
62	Twitter	76.2	11%	62	Twitter	76.2	11%
63	Twitter	73.9	12%	63	Twitter	73.9	12%
64	Twitter	71.6	13%	64	Twitter	71.6	13%
65	Twitter	69.3	14%	65	Twitter	69.3	14%
66	Twitter	67.0	15%	66	Twitter	67.0	15%
67	Twitter	64.7	16%	67	Twitter	64.7	16%
68	Twitter	62.4	17%	68	Twitter	62.4	17%
69	Twitter	60.1	18%	69	Twitter	60.1	18%
70	Twitter	57.8	19%	70	Twitter	57.8	19%
71	Twitter	55.5	20%	71	Twitter	55.5	20%
72	Twitter	53.2	21%	72	Twitter	53.2	21%
73	Twitter	50.9	22%	73	Twitter	50.9	22%
74	Twitter	48.6	23%	74	Twitter	48.6	23%
75	Twitter	46.3	24%	75	Twitter	46.3	24%
76	Twitter	44.0	25%	76	Twitter	44.0	25%
77	Twitter	41.7	26%	77	Twitter	41.7	26%
78	Twitter	39.4	27%	78	Twitter	39.4	27%
79	Twitter	37.1	28%	79	Twitter	37.1	28%
80	Twitter	34.8	29%	80	Twitter	34.8	29%

Source: Brand Finance. Data as of December 31, 2019.  
 Brand Value is calculated as the sum of the brand's revenue and the value of its equity.

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Figure 1. Schematic representation of the experimental design. The subjects were divided into two groups: the control group (CG) and the experimental group (EG). The CG was divided into two subgroups: the control group (CG) and the experimental group (EG). The EG was divided into two subgroups: the control group (CG) and the experimental group (EG). The CG was divided into two subgroups: the control group (CG) and the experimental group (EG). The EG was divided into two subgroups: the control group (CG) and the experimental group (EG).

DATE OF BIRTH: 1944-01-01

## Table 12

Rank	Brand	2019 Sales (Billion USD)	% Change (2018-2019)	Rank	Brand	2019 Sales (Billion USD)	% Change (2018-2019)
1	Walmart	509.0	3%	26	Indosat	1.3	2%
2	Indosat	1.3	2%	27	PTCL	1.2	0%
3	Coca-Cola	57.8	1%	28	PTCL	1.2	0%
4	Indosat	1.3	2%	29	PTCL	1.2	0%
5	Indosat	1.3	2%	30	PTCL	1.2	0%
6	Indosat	1.3	2%	31	PTCL	1.2	0%
7	Indosat	1.3	2%	32	PTCL	1.2	0%
8	Indosat	1.3	2%	33	PTCL	1.2	0%
9	Indosat	1.3	2%	34	PTCL	1.2	0%
10	Indosat	1.3	2%	35	PTCL	1.2	0%
11	Indosat	1.3	2%	36	PTCL	1.2	0%
12	Indosat	1.3	2%	37	PTCL	1.2	0%
13	Indosat	1.3	2%	38	PTCL	1.2	0%
14	Indosat	1.3	2%	39	PTCL	1.2	0%
15	Indosat	1.3	2%	40	PTCL	1.2	0%
16	Indosat	1.3	2%	41	PTCL	1.2	0%
17	Indosat	1.3	2%	42	PTCL	1.2	0%
18	Indosat	1.3	2%	43	PTCL	1.2	0%
19	Indosat	1.3	2%	44	PTCL	1.2	0%
20	Indosat	1.3	2%	45	PTCL	1.2	0%
21	Indosat	1.3	2%	46	PTCL	1.2	0%
22	Indosat	1.3	2%	47	PTCL	1.2	0%
23	Indosat	1.3	2%	48	PTCL	1.2	0%
24	Indosat	1.3	2%	49	PTCL	1.2	0%
25	Indosat	1.3	2%	50	PTCL	1.2	0%

Source: Statista, based on data from the companies' annual reports. The data is for the year 2019. The data is for the year 2019. The data is for the year 2019.

## Table 13

Rank	Brand	2019 Sales (Billion USD)	% Change (2018-2019)	Rank	Brand	2019 Sales (Billion USD)	% Change (2018-2019)
1	Indosat	1.3	2%	26	Indosat	1.3	2%
2	Indosat	1.3	2%	27	Indosat	1.3	2%
3	Indosat	1.3	2%	28	Indosat	1.3	2%
4	Indosat	1.3	2%	29	Indosat	1.3	2%
5	Indosat	1.3	2%	30	Indosat	1.3	2%
6	Indosat	1.3	2%	31	Indosat	1.3	2%
7	Indosat	1.3	2%	32	Indosat	1.3	2%
8	Indosat	1.3	2%	33	Indosat	1.3	2%
9	Indosat	1.3	2%	34	Indosat	1.3	2%
10	Indosat	1.3	2%	35	Indosat	1.3	2%
11	Indosat	1.3	2%	36	Indosat	1.3	2%
12	Indosat	1.3	2%	37	Indosat	1.3	2%
13	Indosat	1.3	2%	38	Indosat	1.3	2%
14	Indosat	1.3	2%	39	Indosat	1.3	2%
15	Indosat	1.3	2%	40	Indosat	1.3	2%
16	Indosat	1.3	2%	41	Indosat	1.3	2%
17	Indosat	1.3	2%	42	Indosat	1.3	2%
18	Indosat	1.3	2%	43	Indosat	1.3	2%
19	Indosat	1.3	2%	44	Indosat	1.3	2%
20	Indosat	1.3	2%	45	Indosat	1.3	2%
21	Indosat	1.3	2%	46	Indosat	1.3	2%
22	Indosat	1.3	2%	47	Indosat	1.3	2%
23	Indosat	1.3	2%	48	Indosat	1.3	2%
24	Indosat	1.3	2%	49	Indosat	1.3	2%
25	Indosat	1.3	2%	50	Indosat	1.3	2%

Source: Statista, based on data from the companies' annual reports. The data is for the year 2019. The data is for the year 2019. The data is for the year 2019.

## Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	80,257	82%
2	JP Morgan Bank	71,079	18%
3	Microsoft	70,967	29%
4	Bank of China	56,230	1%
5	China Mobile	55,255	33%
6	BP	45,435	65%
7	Apple	44,220	173%
8	McDonald's	43,132	47%
9	Airbnb	40,975	39%
10	Facebook	37,824	45%
11	Walmart	35,657	75%
12	Toyota	35,134	5%
13	Wells Fargo	34,572	5%
14	Bank of America	33,092	17%
15	Qatar	30,515	10%
16	IBM	29,575	7%
17	BMW	28,915	9%
18	UBS	28,007	70%
19	Wendy's	25,759	15%
20	American Express	24,815	7%
21	Wells Fargo	24,759	2%
22	Coca-Cola	24,101	20%
23	Shinji	23,700	5%
24	JP	23,110	4%
25	Canon	22,200	38%
26	Bank	22,304	28%
27	Intel	20,577	16%
28	Porsche	20,178	62%
29	SP	19,325	25%
30	Glaxo	21,523	37%
31	China Construction Bank	18,633	82%
32	Bank of China	18,410	47%
33	Valer White	17,552	3%
34	Royal Bank of Canada	17,095	39%
35	HSBC	16,475	6%
36	Marriott	16,044	1%

# Top 100 Brands

POSITION	BRAND	BRAND VALUE \$M	BRAND VALUE CHANGE
37	Amazon	16,647	6%
38	Verizon	16,447	54%
39	Apple	16,404	13%
40	Home Depot	16,272	0%
41	Dell	16,200	2%
42	Capital One Bank	16,104	1%
43	Home	16,080	31%
44	Google	16,077	25%
45	AT&T Company	16,048	1%
46	Targit	16,022	27%
47	Stamps	16,065	21%
48	Robert Half International	16,049	21%
49	Accenture	16,037	54%
50	Orange	16,003	47%
51	DePue	16,000	200%
52	Clare	16,002	16%
53	Nike	16,499	21%
54	Green	16,358	5%
55	Academy	16,000	30%
56	StarLine	16,000	20%
57	Global Media	16,000	40%
58	Samuel	16,000	-7%
59	Nissan	16,000	5%
60	First American	16,000	20%
61	Amazon	16,000	50%
62	Radio	16,000	20%
63	Yahoo! Search	16,000	1%
64	JDS	16,000	-2%
65	HP	16,000	-10%
66	IBM	16,000	20%
67	Walmart	16,000	10%
68	IBM	16,000	10%
69	Google	16,000	1%
70	BlackBerry	16,000	9%
71	Google	16,000	30%
72	Google Search	16,000	1%

## Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$B	BRAND VALUE CHANGE
73	Subway	10,855	33%
74	Mountain Dew	8,800	-15%
75	JF Muggen	8,710	15%
76	Hennes	8,521	39%
77	FRCo	8,457	N/A
78	Schaeffler	8,425	2%
79	Stora	8,341	-10%
80	Carat	8,255	72%
81	Teddy	8,173	8%
82	Tec	8,123	N/A
83	THC	6,910	1%
84	Taco	6,883	21%
85	Unilever	6,856	15%
86	Kia	6,827	15%
87	Asahi	6,717	N/A
88	Tea & Cakes	6,417	13%
89	HTC	6,077	8%
90	Exxon	6,077	15%
91	IBM	6,003	-5%
92	Motiva	6,175	-30%
93	Berkley	6,042	17%
94	Exxon	6,203	10%
95	Autism	6,148	20%
96	WYLLoway	6,148	2%
97	Exxon	6,141	50%
98	AG	6,102	21%
99	MasterCard	6,070	52%
100	Service of Children & Family	6,055	72%
NOTES			
11	Chick-fil-A, McDonald's, Coca-Cola, Diet Coke		
21	Repsol, Shell, Volkswagen, Pepsi, Diet Pepsi		
31	Walmart includes both U.S. Retail and Corporate		
41	Audi includes Audi includes both Audi and Audi Light		

# EXHIBIT 6

# MOST ICONIC LOGOS

The top 5 most instantly recognizable logos



**#1**  
Apple



**#2**  
McDonald's



**#3**  
Coca-Cola



**#4**  
Nike



**#5**  
Starbucks

**3 in 5**

wouldn't use a  
company if their  
brand image looked  
terrible

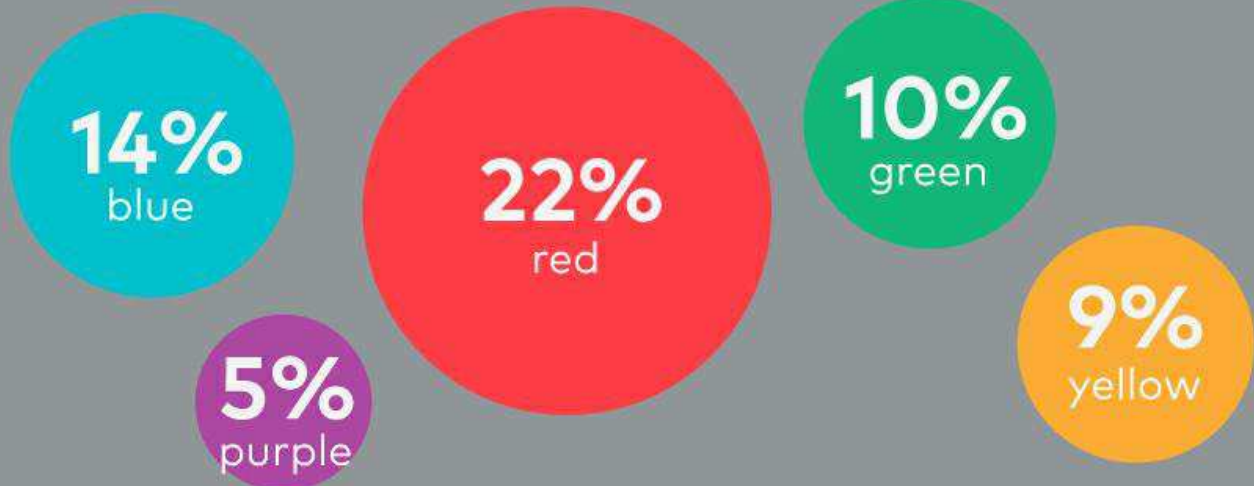
**Half**

are more likely to  
use a company with  
a logo they  
recognize



# What color makes a logo memorable?

A quarter believe the colors used in a logo help them to remember a brand



## Importance of branding

78% think some logos should be regarded as 'works of art'



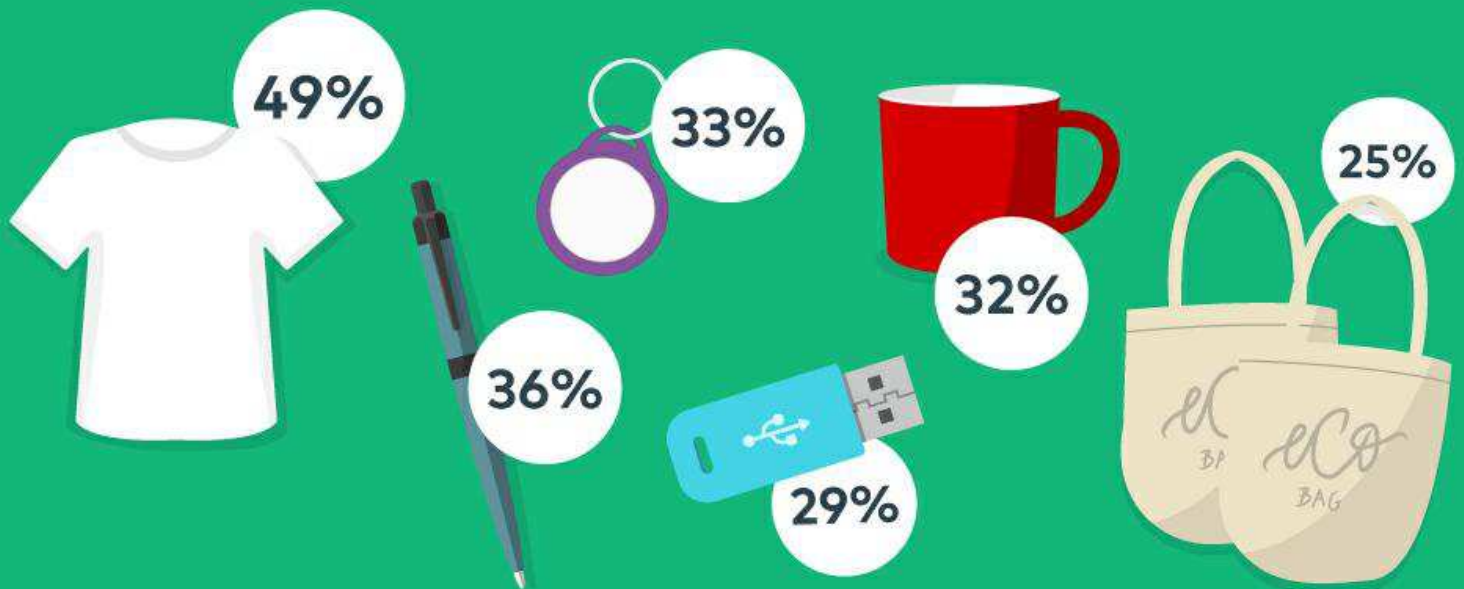
the first thing  
**3 in 10**  
notice when they  
see a product is the  
logo

**74%**  
think 'look and  
feel' can make or  
break a brand



## Branded promotional materials and merchandise

**i** What type of branded promotional product or merchandise  
do you prefer to receive?



## Top 30 most recognizable brand logos

- |     |   |     |   |     |   |
|-----|---|-----|---|-----|---|
| 1.  |     | 11. |    | 21. |     |
| 2.  |    | 12. |    | 22. |    |
| 3.  |    | 13. |    | 23. |    |
| 4.  |    | 14. |    | 24. |    |
| 5.  |    | 15. |    | 25. |    |
| 6.  |    | 16. |    | 26. |    |
| 7.  |    | 17. |    | 27. |    |
| 8.  |   | 18. |    | 28. |   |
| 9.  |  | 19. |  | 29. |  |
| 10. |  | 20. |  | 30. |  |

Research conducted by OnePoll with a sample of 2,000 US Adults in December 2019

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# EXHIBIT 7



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## World's Most Admired Companies

For an astounding 13th straight year, Apple claims the top spot in Fortune's annual ranking of corporate reputation, based on a survey of almost 3,800 executives, directors, and analysts.

Note: When you click "Explore the List," the "order" number that appears next to each company does not reflect the company's overall ranking on the list if its order number exceeds 50. Companies ordered No. 1 through 50 are ranked; the "order" numbers beyond the Top 50 (51 through 331) are used to sort the rest of the companies, which make up our "industry rankings," alphabetically.

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The 2020 World's Most Admired Companies List  
Here are this year's top 10 all-stars.

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### The Top 50

- 1 Apple
- 2 Amazon
- 3 Microsoft
- 4 Walt Disney
- 5 Berkshire Hathaway
- 6 Starbucks
- 7 Alphabet
- 8 JPMorgan Chase
- 9 Costco Wholesale
- 10 Salesforce

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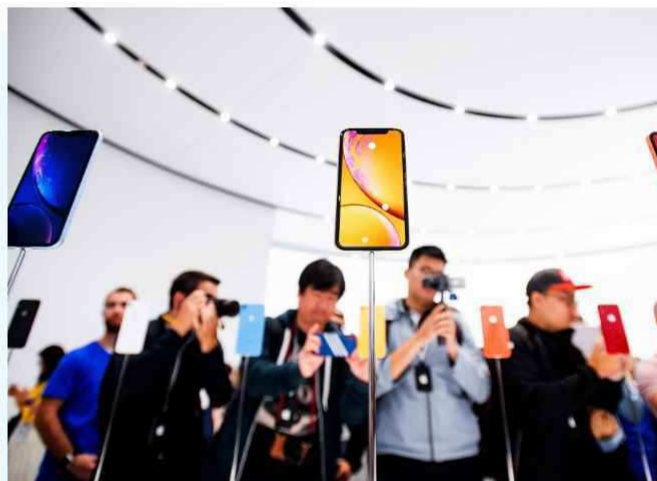
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# Apple



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### Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	1
Previous Industry Ranking	1
Previous Top 50 Ranking	1
Website	<a href="https://www.apple.com">https://www.apple.com</a>
Overall Score	8.40

### Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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## Apple



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### Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	1
Previous Industry Ranking	-
Previous Top 50 Ranking	1
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Overall Score	8.53

### Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Product Performance	1

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Previous Industry Ranking	-
Previous Top 50 Ranking	1
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Overall Score	8.53

## Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
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## Apple



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#### Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	-
Previous Industry Ranking	-
Previous Top 50 Ranking	1
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Overall Score	-

Due to an insufficient response rate in the computer industry, Apple's industry rank was not reported.

#### Key Attributes of Reputation

Innovation	-
People Management	-
Use of Corporate Assets	-
Social Responsibility	-
Quality of Management	-
Financial Soundness	-
Long-Term Investment Value	-
Quality of Products/Services	-
Global Competitiveness	-

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### Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	4
Previous Industry Ranking	5
Previous Top 50 Ranking	1
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Overall Score	78

Due to an insufficient response rate in the computer industry, Apple's industry rank was not reported.

### Key Attributes of Reputation

Innovation	78
People Management	78
Use of Corporate Assets	78
Social Responsibility	78
Quality of Management	78
Financial Soundness	78
Long-Term Investment Value	78
Quality of Products/Services	78
Global Competitiveness	78

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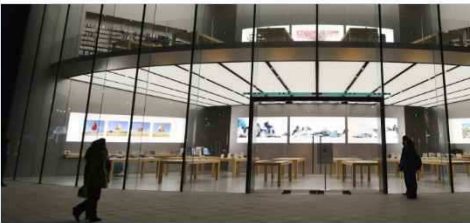
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Apple holds onto the coveted No. 1 spot as the World's Most Admired Company for the ninth year in a row.

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Company Info

Industry	Computers
Industry Rank	1
Previous Industry Rank	1
Overall Score	8.6
Location	Cupertino, Calif.
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Fortune 500 Rank	5
Fortune 500 Profile	<a href="http://fortune.com/fortune500/apple-5">http://fortune.com/fortune500/apple-5</a>
Global 500 Rank	15
Global 500 Profile	<a href="http://fortune.com/global500/apple-15">http://fortune.com/global500/apple-15</a>

Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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## World's Most Admired Companies

RANK  
1

Next: 2 &gt;

## Apple



PHOTOGRAPH BY CHINAFOTOPRESS — GETTY IMAGES

Apple holds onto the coveted No. 1 spot as the World's Most Admired Company for the ninth year in a row.

## FORTUNE DATASTORE

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## Company Info

Industry	Computers
Industry Rank	1
Previous Industry Rank	1
Overall Score	8.6
Location	Cupertino, Calif.
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Fortune 500 Rank	5
Fortune 500 Profile	<a href="http://fortune.com/fortune500/apple-5">http://fortune.com/fortune500/apple-5</a>
Global 500 Rank	15
Global 500 Profile	<a href="http://fortune.com/global500/apple-15">http://fortune.com/global500/apple-15</a>

## Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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## Most Admired 2015

RANK  
1

Next: 2 &gt;

## Apple



PHOTOGRAPH BY YURIKO NAKAO — BLOOMBERG VIA GETTY IMAGES

RANK	PREV RANK	INDUSTRY	INDUSTRY RANK	PREV INDUSTRY RANK	OVERALL SCORE	HQ COUNTRY	WEBSITE
1	1	Computers	1	1	8.29	USA	<a href="http://www.apple.com">http://www.apple.com</a>

Apple holds the top spot for the eighth year in a row. In February, it became the first company to hit more than \$700 billion in market value. As tech devotees await the launch of the Apple Watch in April, record smartphone sales were announced in January — 74.5 million phones in final three months of 2014— proving that the iPhone is still the product to beat.

## FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

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## Nine Key Attributes of Reputation

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	1

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## Rankings

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# Most Admired 2014

RANK

1

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## Apple



MARIO TAMA / GETTY IMAGES

RANK	PREV RANK	INDUSTRY	INDUSTRY RANK	PREV INDUSTRY RANK
<b>1</b>	<b>1</b>	<b>Computers</b>	<b>1</b>	<b>1</b>
HQ COUNTRY			WEBSITE	
<b>USA</b>			<b>www.apple.com</b>	

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year's list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market) are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

# FORTUNE DATASTORE

Looking for leads, investment insights, or  
competitive intelligence?

**BUY NOW**

## Nine Key Attributes of Reputation

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1

Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

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## Rankings

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2013 ▼

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1 of 50

Apple

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COURTESY: APPLE

1

**Top 50 rank: 1****Rank in Computers: 1**

(Previous rank: 1)

**Overall score: 8.24****Ticker:**[AAPL](#)**Why it's admired:**

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. *â€”iOA*

**Headquarters:**

Cupertino, CA

Website: [www.apple.com](http://www.apple.com)

By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

[BACK](#)[NEXT](#)

Nine key attributes of reputation

Industry rank

Innovation

1

People management

1

Use of corporate assets

1

Social responsibility

1

Quality of management

1

Financial soundness

1

Long-term investment

1

Quality of products/services

1

Global competitiveness

1

From the March 18, 2013, issue.

#### [How we pick the Most Admired](#)

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group started with approximately 1,400 companies: the Fortune 1,000—the 1,000 largest U.S. companies ranked by revenue—and non-U.S. companies in Fortune's global 500 database with revenue of \$10 billion or more... [More](#)

WORLD'S MOST ADMIRABLE COMPANIES<sup>2012</sup> ▾

[Full List](#)  
[By Location](#)  
[Best & Worst](#)  
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[Industries](#)

[Top 50](#)  
[358 Most Admired companies](#)  
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[investment](#)  
[Product](#)  
[quality](#)  
[Global](#)  
[competitiveness](#)

## Top 50

For the 50 most admired companies overall, FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank ▾	Company
1	<a href="#">Apple</a>
2	<a href="#">Google</a>
3	<a href="#">Amazon.com</a>
4	<a href="#">Coca-Cola</a>
5	<a href="#">IBM</a>
6	<a href="#">FedEx</a>
7	<a href="#">Berkshire Hathaway</a>
8	<a href="#">Starbucks</a>
9	<a href="#">Procter &amp; Gamble</a>
10	<a href="#">Southwest Airlines</a>
11	<a href="#">McDonald's</a>
12	<a href="#">Johnson &amp; Johnson</a>
13	<a href="#">Walt Disney</a>
14	<a href="#">BMW</a>
15	<a href="#">General Electric</a>
16	<a href="#">American Express</a>
17	<a href="#">Microsoft</a>
18	<a href="#">3M</a>
19	<a href="#">Caterpillar</a>
20	<a href="#">Costco Wholesale</a>
21	<a href="#">Nordstrom</a>
22	<a href="#">J.P. Morgan Chase</a>
23	<a href="#">Singapore Airlines</a>
24	<a href="#">Wal-Mart Stores</a>
25	<a href="#">Target</a>
26	<a href="#">Nike</a>
27	<a href="#">Exxon Mobil</a>
28	<a href="#">Whole Foods Market</a>
29	<a href="#">UPS</a>
30	<a href="#">Boeing</a>

## Galleries &amp; video



## Who's more admired?

Wal-Mart or Costco? Coca-Cola or PepsiCo? Take our quiz and see if you perform admirably.

[Take the quiz](#)

## Where are the Most Admired?



The Most Admired companies in America are spread out across the country, but a few states dominate.

## Winning streaks



These 20 Most Admired companies have landed among the top in their industries for multiple years.

Find companies *you* most admire

- ☐ Innovation
- ☐ Quality of management
- ☐ People management
- ☐ Financial soundness
- ☐ Use of corporate assets
- ☐ Long-term investment
- ☐ Social responsibility
- ☐ Product/services quality
- ☐ Global competitiveness

[See All](#)

[Select Industry\(s\)](#)

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[Select State\(s\)](#)

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[Select Country\(s\)](#)

(HOW THIS TOOL WORKS)

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## Readers' choice

The experts chose the top 50. Now it's your turn. 'Like' the company you most admire to vote. The top 5 reader favorites are below.



Company	# of 'Likes'
1. <a href="#">Apple</a>	1,188
2. <a href="#">Teradata</a>	651
3. <a href="#">Tupperware Brands</a>	564
4. <a href="#">FedEx</a>	391
5. <a href="#">IBM</a>	304

## How we pick the Most Admired

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

Rank ▾	Company
31	Nestlé
32	PepsiCo
33	Toyota Motor
34	Samsung Electronics
35	Volkswagen
36	Intel
37	DuPont
38	Deere
39	Goldman Sachs Group
40	Marriott International
41	eBay
42	Cisco Systems
43	Accenture
44	Daimler
45	Wells Fargo
46	AT&T
47	Ralph Lauren
48	St. Jude Medical
49	Oracle
50*	General Mills
50*	Honda Motor
50*	Unilever

From the March 19, 2012 issue

\* A tie in the rankings.

## WORLD'S MOST ADMIRED COMPANIES

2011 ▾

Full List

By Location

Best &amp; Worst

No. 1s

Industries

## Apple

1 of 50

Back

Next

## MOST ADMIRED

**Top 50 rank: 1****Rank in Computers: 1**

(Previous rank: 1)

**Overall score: 8.16**

## Why it's admired

For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T.  
--By Shelley DuBois



COURTESY: APPLE

## Should Apple be admired, or what?

## Apple stats

Nine key attributes of reputation	Industry rank
<a href="#">Innovation</a>	1
<a href="#">People management</a>	1
<a href="#">Use of corporate assets</a>	1
<a href="#">Social responsibility</a>	1
<a href="#">Quality of management</a>	1
<a href="#">Financial soundness</a>	1
<a href="#">Long-term investment</a>	1
<a href="#">Quality of products/services</a>	1
<a href="#">Global competitiveness</a>	2

## Industry: Computers

## Most Admired

Rank	Company	Overall score
1	<a href="#">Apple</a>	8.16
2	<a href="#">EMC</a>	6.79
3	<a href="#">Hewlett-Packard</a>	6.71
<a href="#">More competitors</a>		<a href="#">See all</a>

From the March 21, 2011 issue

## Find companies you most admire

- ☐ Innovation
- ☐ Quality of management
- ☐ People management
- ☐ Financial soundness
- ☐ Use of corporate assets
- ☐ Long-term investment
- ☐ Social responsibility
- ☐ Product/services quality
- ☐ Global competitiveness

[Select Industry\(s\)](#) [See All](#)[Select State\(s\)](#) [See All](#)[Select Country\(s\)](#) [See All](#)

(HOW THIS TOOL WORKS)

Submit

## Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company		
		Industry rank
<a href="#">Apple</a>		1
<a href="#">Google</a>		1
<a href="#">Nike</a>		1

[See the rest](#)

## How we pick the Most Admired

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

## Galleries



## 8 green stars

Turning plants into bottles? These leaders are devising creative ways to make their firms greener.

[See them all](#)

## Headquarters

1 Infinite Loop  
Cupertino, CA 95014  
[www.apple.com](#)

Show: [Top 50](#) | All Most Admired: [The Americas](#) | [Europe](#) | [Asia/Australia](#)

## WORLD'S MOST ADMIRABLE COMPANIES

2010 ▾

Full List

By Location

Best &amp; Worst

No. 1s

Industries

## Apple

1 of 50

Back

Next

## MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

## Why it's admired

Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row. With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot. What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks. As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*



PHOTO: RYAN ANSON/AP/GETTY IMAGES  
Guests play with the iPad at the product's official unveiling in San Francisco in January.

## Should Apple be admired, or what?

## Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2
Quality of products/services	1
Global competitiveness	2

## Headquarters

1 Infinite Loop  
Cupertino, CA 95014  
408-996-1010  
[www.apple.com](http://www.apple.com)

Show: Top 50 | All Most Admired: The Americas | Europe | Asia/Australia

## Featured Companies



## 10 most admired for quality

Disney and Intel are among the most respected for product quality this year. Who else gets top marks?

[See them all](#)

## Industry: Computers

## Most Admired

Rank	Company	Overall score
1	<a href="#">Apple</a>	7.95
2	<a href="#">Hewlett-Packard</a>	7.74
3	<a href="#">EMC</a>	6.86

[More competitors](#)

[See all](#)

From the March 22, 2010 issue

Find companies *you* most admire
☐ Innovation

☐ Quality of management

☐ People management

☐ Financial soundness

☐ Use of corporate assets

☐ Long-term investment

☐ Social responsibility

☐ Product/services quality

☐ Global competitiveness

Select Industry(s)

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Select State(s)

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[Get more Most Admired data](#)  
(HOW THIS TOOL WORKS)

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## Video



## Apple three-peats as Most Admired

Steve Jobs' innovation machine won by the highest margin ever, and Goldman Sachs soared (surprise!) on Fortune's list this year. [Watch](#)

## Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
<a href="#">Apple</a>	1	
<a href="#">Google</a>	1	
<a href="#">Nike</a>	1	

[See the rest](#)

## How we pick the Most Admired

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

## WORLD'S MOST ADMIRED COMPANIES

2009 ▾

Full List	By Location	Best & Worst	No. 1s	Industries
-----------	-------------	--------------	--------	------------

## Apple

1 of 50

Back

Next

## ...What Readers Say

They speak out on the Most Admired...

*Fortune Most Admired List: General Electric, 2007 ranking #1 Gene...*

*Updated Fortune Most Admired List: General Electric, 2007 ranking ...*

*Alcoa is the "most admired metals company in 2010?" I know numerous...*

Have your say

## MOST ADMIRED

## Top 50 rank: 1

Rank in **Computers**: 2 (Previous rank: 2\*)

Overall score: 7.07

## Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. --Alyssa Abkowitz

**Address:** 1 Infinite Loop  
Cupertino, CA 95014  
**Phone:** 408-996-1010  
**Website:** [www.apple.com](http://www.apple.com)



COURTESY: APPLE

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## Nine key attributes of reputation

## Industry rank

Innovation	1
People management	1
Use of corporate assets	3
Social responsibility	5
Quality of management	3
Financial soundness	2
Long-term investment	3
Quality of products/services	1
Global competitiveness	5

Industry: **Computers**

## Most Admired

Rank	Company	Overall score
1	Xerox	7.28
2	Apple	7.07
3	Hewlett-Packard	7.04

[More competitors](#)[See all](#)

From the March 16, 2009 issue

Find companies *you* most admire

- ☐ Innovation
- ☐ Quality of management
- ☐ People management
- ☐ Financial soundness
- ☐ Use of corporate assets
- ☐ Long-term investment
- ☐ Social responsibility
- ☐ Product/services quality
- ☐ Global competitiveness

Select Industry(s)

[See All](#)

Select State(s)

[See All](#)

Select Country(s)

[See All](#)

☐ Get more Most Admired data  
(HOW THIS TOOL WORKS)

Submit

## Video (1 of 3)



## 'Most Admired' banks

Despite the clouds surrounding the industry, three banks made it to the top 50 of Fortune's Most Admired Companies list. [Watch](#)

## Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	

[See the rest](#)

## How we pick the Most Admired

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one... [More](#)

## ...Top 50 Headquarters



**Show:** Top 50 | All Most Admired: The Americas | Europe | Asia/Australia

## AMERICA'S MOST ADMIRABLE COMPANIES 2008

## Top 20 Most Admired Companies

To create the top 20, Fortune and its survey partners at Hay Group asked the experts -- in this case, more than 3,700 people from dozens of industries -- to select the 10 companies they admire most. This year's winners all have strong records of innovation, leadership, and financial strength -- and their employees know it.

[BACK](#) [NEXT](#) 1 of 20

## Apple

**Top 20 rank: 1**  
**Rank in Computers: 1**

It is a tribute to its CEO that Apple, which ten years ago seemed headed for the slag heap, is No. 1 on this list. Steve Jobs has always had a knack for weaving magic out of silicon and software. But who knew he could build a \$24 billion (in sales) company on the strength of a portable jukebox and a computer with a single-digit market share?

His pitch, as he leveraged the success of the iPod, was very simple: Apple products work, and if you buy more than one, they work better. The company (if not its stock) is on a tear, but even with the economy weakening, it will be interesting to see how economically sensitive this growth engine is. -Philip Elmer-DeWitt

See how [Apple rates in 8 key areas](#)

Have your say: [Do you admire the top 20 companies?](#)

LAST UPDATED MARCH 03 2008: 2:10 PM ET



COURTESY: APPLE



Apple



Berkshire Hathaway



General Electric



Google



Toyota Motor



Starbucks



FedEx

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## More most admired



## Most admired: Full list

See how 317 top companies rate in 8 key areas. [\(More\)](#)



## Most admired in your state

California is home to the most corporations on this year's list. See the top-rated firms near you. [\(More\)](#)



## Game: How admirable are you?

Can you match each quote to the Most Admired company it refers to? See how admirably you score. [\(More\)](#)

# EXHIBIT 8

# United States of America

United States Patent and Trademark Office

## APPLE WATCH

**Reg. No. 4,783,437**

**Registered July 28, 2015**

**Int. Cl.: 14**

**TRADEMARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; WATCHES; TIMEPIECES; CHRONOGRAPHS FOR USE AS TIMEPIECES; CHRONOMETERS; WATCHSTRAPS; WATCH BANDS; CASES FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; PARTS FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 47997, FILED 3-11-2014.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WATCH", APART FROM THE MARK AS SHOWN.

SN 86-389,945, FILED 9-9-2014.

DAVID ALESKOW, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

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**Mark:** APPLE WATCH

APPLE WATCH

**US Serial Number:** 86389945

**Application Filing Date:** Sep. 09, 2014

**US Registration Number:** 4783437

**Registration Date:** Jul. 28, 2015

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 28, 2015

**Publication Date:** Mar. 10, 2015

**Notice of Allowance Date:** May 05, 2015

## Mark Information

**Mark Literal Elements:** APPLE WATCH

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "WATCH"

## Related Properties Information

**International Registration Number:** 1229975

**International Application(s) /Registration(s) Based on this Property:** A0045001/1229975

## Foreign Information

**Priority Claimed:** Yes

**Foreign Application Number:** 47997

**Foreign Application Filing Date:** Mar. 11, 2014

**Foreign Application/Registration Country:** TRINIDAD AND TOBAGO

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps;

watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments

**International Class(es):** 014 - Primary Class

**U.S Class(es):** 002, 027, 028, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 09, 2014

**Use in Commerce:** Apr. 10, 2015

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

**Correspondent e-mail** Yes  
**Authorized:**

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 28, 2015	REGISTERED-PRINCIPAL REGISTER	
Jun. 23, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jun. 20, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 20, 2015	STATEMENT OF USE PROCESSING COMPLETE	61813
May 19, 2015	USE AMENDMENT FILED	61813
Jun. 17, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
May 19, 2015	TEAS STATEMENT OF USE RECEIVED	
May 05, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 10, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 10, 2015	PUBLISHED FOR OPPOSITION	

Feb. 18, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 02, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Jan. 29, 2015	ASSIGNED TO LIE	68123
Jan. 08, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 08, 2015	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 08, 2015	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 08, 2015	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 08, 2015	EXAMINERS AMENDMENT -WRITTEN	90334
Dec. 23, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 23, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 23, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 17, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 12, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jun. 20, 2015

## Proceedings

### Summary

**Number of Proceedings:** 7

### Type of Proceeding: Opposition

**Proceeding Number:** [91255496](#)

**Filing Date:** Apr 27, 2020

**Status:** Suspended

**Status Date:** Jun 16, 2020

**Interlocutory Attorney:** ANDREW P BAXLEY

### Defendant

**Name:** Apple Of My Eye LLC

**Correspondent Address:** APPLE OF MY EYE LLC  
145 OAKWOODS DR  
WAKEFIELD RI UNITED STATES , 02879

**Correspondent e-mail:** [hikelarson@gmail.com](mailto:hikelarson@gmail.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE OF MY EYE	Opposition Pending	<a href="#">88495877</a>	

### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** WILLIAM M. BRYNER  
KILPATRICK TOWNSEND & STOCKTON LLP  
1001 WEST FOURTH STREET  
WINSTON-SALEM NC UNITED STATES , 27101

**Correspondent e-mail:** [bbryner@ktslaw.com](mailto:bbryner@ktslaw.com) , [jpetersen@ktslaw.com](mailto:jpetersen@ktslaw.com) , [hyang@ktslaw.com](mailto:hyang@ktslaw.com) , [agarcia@ktslaw.com](mailto:agarcia@ktslaw.com) , [tadmin@ktslaw.com](mailto:tadmin@ktslaw.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>

APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 27, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 27, 2020	Jun 06, 2020
3	INSTITUTED	Apr 27, 2020	
4	NOTICE OF DEFAULT	Jun 16, 2020	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91250139</a>	<b>Filing Date:</b>	Aug 12, 2019
<b>Status:</b>	Pending	<b>Status Date:</b>	Aug 12, 2019
<b>Interlocutory Attorney:</b>	ANDREW P BAXLEY		

Defendant	
<b>Name:</b>	Wang, Yuzhi; Tsutsumida, Eric
<b>Correspondent Address:</b>	ERIC TSUTSUMIDA 1901 PETRA LN PLACENTIA CA UNITED STATES , 92870
<b>Correspondent e-mail:</b>	<a href="mailto:gracew0506@gmail.com">gracew0506@gmail.com</a> , <a href="mailto:erictsutsumida@gmail.com">erictsutsumida@gmail.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLETREEGEMS	Opposition Pending	<a href="#">88052801</a>	
Plaintiff(s)			

<b>Name:</b>	Apple Inc.
<b>Correspondent Address:</b>	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK CA UNITED STATES , 94025
<b>Correspondent e-mail:</b>	<a href="mailto:jpetersen@kilpatricktownsend.com">jpetersen@kilpatricktownsend.com</a> , <a href="mailto:RWeeks@kilpatricktownsend.com">RWeeks@kilpatricktownsend.com</a> , <a href="mailto:Agarcia@kilpatricktownsend.com">Agarcia@kilpatricktownsend.com</a> , <a href="mailto:tmdadmin@kilpatricktownsend.com">tmdadmin@kilpatricktownsend.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>

APPLE WATCH

Registered

[86390028](#)[5628055](#)

## Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 12, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 12, 2019	Sep 21, 2019
3	INSTITUTED	Aug 12, 2019	
4	ANSWER	Sep 20, 2019	
5	P MOT FOR EXT W/ CONSENT	Mar 18, 2020	
6	EXTENSION OF TIME GRANTED	Mar 18, 2020	
7	P MOT FOR EXT W/ CONSENT	May 15, 2020	
8	EXTENSION OF TIME GRANTED	May 15, 2020	

## Type of Proceeding: Opposition

**Proceeding Number:** [91247663](#)

**Filing Date:** Apr 18, 2019

**Status:** Terminated

**Status Date:** Jul 23, 2019

**Interlocutory Attorney:** ANDREW P BAXLEY

## Defendant

**Name:** Beijing Da Mi Technology Co., Ltd.

**Correspondent Address:** YUE (ROBERT) XU  
APEX ATTORNEYS AT LAW, LLP  
160 ALAMO PLAZA #942  
ALAMO CA UNITED STATES , 94507

**Correspondent e-mail:** [trademark@apex-attorneys.com](mailto:trademark@apex-attorneys.com) , [apex.attorneys@aol.com](mailto:apex.attorneys@aol.com) , [trademark.aaal@gmail.com](mailto:trademark.aaal@gmail.com)

## Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88169100</a>	

## Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [jgonder@kilpatricktownsend.com](mailto:jgonder@kilpatricktownsend.com) , [agarcia@kilpatricktownsend.com](mailto:agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)

## Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
TV	REGISTERED AND RENEWED	<a href="#">77154348</a>	<a href="#">3359157</a>
TV 4K	Registered	<a href="#">87605802</a>	<a href="#">5443286</a>
TV	Registered	<a href="#">87069662</a>	<a href="#">5612350</a>
MUSIC	Registered	<a href="#">86663005</a>	<a href="#">5330145</a>
IPHONE	REGISTERED AND RENEWED	<a href="#">77976400</a>	<a href="#">3746840</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>

APPLE	REGISTERED AND RENEWED	<a href="#">78430230</a>	<a href="#">3317089</a>
APPLE	REGISTERED AND RENEWED	<a href="#">74693839</a>	<a href="#">2034964</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE NEWS	Registered	<a href="#">86819678</a>	<a href="#">5346816</a>
APPLE MUSIC	Registered	<a href="#">86658508</a>	<a href="#">5330141</a>
APPLE CARPLAY	Registered	<a href="#">86364433</a>	<a href="#">5453800</a>
APPLE EARPODS	Registered	<a href="#">85728401</a>	<a href="#">4891106</a>
APPLE CONFIGURATOR	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85563555</a>	<a href="#">4214003</a>
APPLE TV	REGISTERED AND RENEWED	<a href="#">77152380</a>	<a href="#">3359045</a>
APPLE TV 4K	Registered	<a href="#">87605815</a>	<a href="#">5443289</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">76400649</a>	<a href="#">2683410</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 18, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 18, 2019	May 28, 2019
3	INSTITUTED	Apr 18, 2019	
4	NOTICE OF DEFAULT	Jun 07, 2019	
5	BD DECISION: OPP SUSTAINED	Jul 23, 2019	
6	TERMINATED	Jul 23, 2019	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91247582](#)

**Filing Date:** Apr 15, 2019

**Status:** Terminated

**Status Date:** Jul 16, 2019

**Interlocutory Attorney:** ANDREW P BAXLEY

#### Defendant

**Name:** Spencer Stewart

**Correspondent Address:** THOMAS THIBAUT  
THIBAUT PATENT GROUP  
PO BOX 722112  
SAN DIEGO CA UNITED STATES , 92172

**Correspondent e-mail:** [tom@thibaultpatentgroup.com](mailto:tom@thibaultpatentgroup.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLES ARE ROUND	Abandoned - After Inter-Partes Decision	<a href="#">87872486</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [JGonder@kilpatricktownsend.com](mailto:JGonder@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>

WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
MADE FOR APPLE WATCH	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 15, 2019	May 25, 2019
3	INSTITUTED	Apr 15, 2019	
4	NOTICE OF DEFAULT	Jun 04, 2019	
5	BD DECISION: OPP SUSTAINED	Jul 16, 2019	
6	TERMINATED	Jul 16, 2019	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91246406](#)

**Filing Date:** Feb 13, 2019

**Status:** Terminated

**Status Date:** May 28, 2019

**Interlocutory Attorney:** WINSTON T FOLMAR

#### Defendant

**Name:** Xie Bing

**Correspondent Address:** XIE BING  
NO 55 AOTI ROAD TIANHE DISTRICT  
GUANGZHOU CITY CHINA , 510000

**Correspondent e-mail:** [xiebing\\_amazon@163.com](mailto:xiebing_amazon@163.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
LRAPPLE	Abandoned - After Inter-Partes Decision	<a href="#">88076856</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [lmccandrews@kilpatricktownsend.com](mailto:lmccandrews@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 13, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 14, 2019	Mar 26, 2019

3	INSTITUTED	Feb 14, 2019
4	NOTICE OF DEFAULT	Apr 05, 2019
5	BD DECISION: OPP SUSTAINED	May 28, 2019
6	TERMINATED	May 28, 2019

### Type of Proceeding: Opposition

**Proceeding Number:** [91245828](#)

**Filing Date:** Jan 14, 2019

**Status:** Terminated

**Status Date:** May 22, 2019

**Interlocutory Attorney:** YONG OH (RICHARD) KIM

#### Defendant

**Name:** ithk tm limited

**Correspondent Address:** JEFFREY H EPSTEIN  
COWAN LIEBOWITZ & LATMAN PC  
114 WEST 47TH STREET  
NEW YORK NY UNITED STATES , 10036-1525

**Correspondent e-mail:** [trademark@cll.com](mailto:trademark@cll.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
AAPE+	Registered	<a href="#">87794114</a>	<a href="#">5956258</a>

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [JPetersen@kilpatricktownsend.com](mailto:JPetersen@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [LMcAndrews@kilpatricktownsend.com](mailto:LMcAndrews@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">76400649</a>	<a href="#">2683410</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 14, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2019	Feb 23, 2019
3	PENDING, INSTITUTED	Jan 14, 2019	
4	D MOT FOR EXT W/ CONSENT	Feb 12, 2019	
5	EXTENSION OF TIME GRANTED	Feb 12, 2019	
6	D MOT FOR EXT W/ CONSENT	Mar 25, 2019	
7	EXTENSION OF TIME GRANTED	Mar 25, 2019	
8	MOT TO AMEND APPLICATION	Apr 19, 2019	
9	D MOT FOR EXT W/ CONSENT	Apr 24, 2019	

10	BD DECISION: OPP DISMISSED W/O PREJ	May 22, 2019
11	TERMINATED	May 22, 2019

### Type of Proceeding: Opposition

**Proceeding Number:** [91233981](#)

**Filing Date:** Apr 12, 2017

**Status:** Terminated

**Status Date:** Jul 25, 2017

**Interlocutory Attorney:** JENNIFER KRISP

#### Defendant

**Name:** Michel A. Bond dba Multiple Tier Concepts

**Correspondent Address:** MICHEL A BOND  
DBA MUTIPLE TIER CONCEPTS  
437 GRABTOWN ROAD , PO BOX 211  
WINDSOR NC UNITED STATES , 27983

**Correspondent e-mail:** [mabond02@yahoo.com](mailto:mabond02@yahoo.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE LOVERS	Abandoned - After Inter-Partes Decision	<a href="#">87083382</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@ktslaw.com](mailto:jpetersen@ktslaw.com) , [cye@kilpatricktownsend.com](mailto:cye@kilpatricktownsend.com) , [cgenteman@kilpatricktownsend.com](mailto:cgenteman@kilpatricktownsend.com) , [agarcia@ktslaw.com](mailto:agarcia@ktslaw.com) , [tadmin@ktslaw.com](mailto:tadmin@ktslaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 13, 2017	May 23, 2017
3	PENDING, INSTITUTED	Apr 13, 2017	
4	NOTICE OF DEFAULT	Jun 02, 2017	
5	BD DECISION: SUSTAINED	Jul 25, 2017	
6	TERMINATED	Jul 25, 2017	

**United States of America**  
United States Patent and Trademark Office



**Reg. No. 4,783,440**

**Registered July 28, 2015**

**Int. Cl.: 14**

**TRADEMARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; WATCHES; TIMEPIECES; CHRONOGRAPHS FOR USE AS TIMEPIECES; CHRONOMETERS; WATCHSTRAPS; WATCH BANDS; CASES FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; PARTS FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015.

PRIORITY CLAIMED UNDER SEC. 44(D) ON JAMAICA APPLICATION NO. 65136, FILED 7-24-2014.

OWNER OF U.S. REG. NOS. 2,715,578, 3,679,056, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WATCH", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED AND THE WORD "WATCH".

SN 86-390,853, FILED 9-10-2014.

DAVID ALESKOW, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2020-06-26 09:01:07 EDT

**Mark:** WATCH



**US Serial Number:** 86390853

**Application Filing Date:** Sep. 10, 2014

**US Registration Number:** 4783440

**Registration Date:** Jul. 28, 2015

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jul. 28, 2015

**Publication Date:** Mar. 10, 2015

**Notice of Allowance Date:** May 05, 2015

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## Mark Information

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**Mark Literal Elements:** WATCH

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the design of an apple with a bite removed and the word "WATCH".

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "WATCH"

**Design Search Code(s):** 05.09.05 - Apples

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## Related Properties Information

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**International Registration Number:** 1231887

**International Application(s) /Registration(s) Based on this Property:** A0045081/1231887

**Claimed Ownership of US Registrations:** 2715578, 3070037, 3679056 and others

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 65136

**Foreign Application Filing Date:** Jul. 24, 2014

**Foreign Application/Registration Country:** JAMAICA

---

## Goods and Services

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments

**International Class(es):** 014 - Primary Class

**U.S Class(es):** 002, 027, 028, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 09, 2014

**Use in Commerce:** Apr. 10, 2015

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 28, 2015	REGISTERED-PRINCIPAL REGISTER	
Jun. 23, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	

Jun. 20, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 20, 2015	STATEMENT OF USE PROCESSING COMPLETE	61813
May 19, 2015	USE AMENDMENT FILED	61813
Jun. 17, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
May 19, 2015	TEAS STATEMENT OF USE RECEIVED	
May 05, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 10, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 10, 2015	PUBLISHED FOR OPPOSITION	
Feb. 18, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 31, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Jan. 30, 2015	ASSIGNED TO LIE	77312
Jan. 09, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 08, 2015	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 08, 2015	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 08, 2015	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 08, 2015	EXAMINERS AMENDMENT -WRITTEN	90334
Dec. 23, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 23, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 23, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 18, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Sep. 17, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 13, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jun. 20, 2015

# United States of America

United States Patent and Trademark Office

 **WATCH** EDITION

**Reg. No. 4,852,670**

**Registered Nov. 10, 2015**

**Int. Cl.: 14**

**TRADEMARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95015

FOR: HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; WATCHES; TIMEPIECES; CHRONOGRAPHS FOR USE AS TIMEPIECES; CHRONOMETERS; WATCHSTRAPS; WATCH BANDS; CASES FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; PARTS FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015.

PRIORITY CLAIMED UNDER SEC. 44(D) ON JAMAICA APPLICATION NO. 65137, FILED 7-24-2014.

OWNER OF U.S. REG. NOS. 2,715,578, 3,679,056, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WATCH EDITION", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED AND THE WORDS "WATCH" AND "EDITION".

SN 86-512,795, FILED 1-23-2015.

ANDREA CORNWELL, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2020-06-26 09:02:08 EDT

**Mark:** WATCH EDITION



**US Serial Number:** 86512795

**Application Filing Date:** Jan. 23, 2015

**US Registration Number:** 4852670

**Registration Date:** Nov. 10, 2015

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Nov. 10, 2015

**Publication Date:** Jul. 21, 2015

**Notice of Allowance Date:** Sep. 15, 2015

## Mark Information

**Mark Literal Elements:** WATCH EDITION

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the design of an apple with a bite removed and the words "WATCH" and "EDITION".

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "WATCH EDITION"

**Design Search Code(s):** 05.09.05 - Apples

## Related Properties Information

**International Registration Number:** 1259564

**International Application(s) /Registration(s) Based on this Property:** A0047834/1259564

**Claimed Ownership of US Registrations:** 2715578, 3070037, 3679056 and others

## Foreign Information

**Priority Claimed:** Yes

**Foreign Application Number:** 65137

**Foreign Application Filing Date:** Jul. 24, 2014

**Foreign Application/Registration Country:** JAMAICA

## Goods and Services

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments

**International Class(es):** 014 - Primary Class

**U.S Class(es):** 002, 027, 028, 050

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 09, 2014

**Use in Commerce:** Apr. 10, 2015

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 10, 2015	REGISTERED-PRINCIPAL REGISTER	
Oct. 07, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	

Oct. 06, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 28, 2015	STATEMENT OF USE PROCESSING COMPLETE	69302
Sep. 23, 2015	USE AMENDMENT FILED	69302
Sep. 28, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Sep. 23, 2015	TEAS STATEMENT OF USE RECEIVED	
Sep. 15, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 21, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 21, 2015	PUBLISHED FOR OPPOSITION	
Jul. 01, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 16, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Jun. 15, 2015	ASSIGNED TO LIE	77312
May 27, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 23, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 01, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Apr. 01, 2015	NON-FINAL ACTION E-MAILED	6325
Apr. 01, 2015	NON-FINAL ACTION WRITTEN	91161
Mar. 27, 2015	ASSIGNED TO EXAMINER	91161
Feb. 05, 2015	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Feb. 04, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 27, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Oct. 06, 2015

## Proceedings

### Summary

**Number of** 5  
**Proceedings:**

### Type of Proceeding: Opposition

**Proceeding** [91255496](#)  
**Number:**

**Filing Date:** Apr 27, 2020

**Status:** Suspended

**Status Date:** Jun 16, 2020

**Interlocutory** ANDREW P BAXLEY  
**Attorney:**

#### Defendant

**Name:** Apple Of My Eye LLC

**Correspondent** APPLE OF MY EYE LLC

**Address:** APPLE OF MY EYE LLC  
145 OAKWOODS DR  
WAKEFIELD RI UNITED STATES , 02879

**Correspondent e-mail:** [hikelarson@gmail.com](mailto:hikelarson@gmail.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE OF MY EYE	Opposition Pending	<a href="#">88495877</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent** WILLIAM M. BRYNER

**Address:** KILPATRICK TOWNSEND & STOCKTON LLP  
1001 WEST FOURTH STREET

WINSTON-SALEM NC UNITED STATES , 27101

Correspondent e-mail: [bbryner@ktslaw.com](mailto:bbryner@ktslaw.com) , [jpetersen@ktslaw.com](mailto:jpetersen@ktslaw.com) , [hyang@ktslaw.com](mailto:hyang@ktslaw.com) , [agarcia@ktslaw.com](mailto:agarcia@ktslaw.com) , [tadmin@ktslaw.com](mailto:tadmin@ktslaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE WATCH WATCH WATCH SPORT WATCH EDITION APPLE WATCH WATCH	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>
	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
APPLE APPLE WATCH	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 27, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 27, 2020	Jun 06, 2020
3	INSTITUTED	Apr 27, 2020	
4	NOTICE OF DEFAULT	Jun 16, 2020	

**Type of Proceeding: Opposition**

Proceeding Number: [91250139](#)

Filing Date: Aug 12, 2019

Status: Pending

Status Date: Aug 12, 2019

Interlocutory Attorney: ANDREW P BAXLEY

**Defendant**

Name: Wang, Yuzhi; Tsutsumida, Eric

Correspondent Address: ERIC TSUTSUMIDA  
1901 PETRA LN  
PLACENTIA CA UNITED STATES , 92870

Correspondent e-mail: [gracew0506@gmail.com](mailto:gracew0506@gmail.com) , [erictsutsumida@gmail.com](mailto:erictsutsumida@gmail.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLETREEGEMS	Opposition Pending	<a href="#">88052801</a>	

**Plaintiff(s)**

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [RWeeks@kilpatricktownsend.com](mailto:RWeeks@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE WATCH WATCH	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>

WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 12, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 12, 2019	Sep 21, 2019
3	INSTITUTED	Aug 12, 2019	
4	ANSWER	Sep 20, 2019	
5	P MOT FOR EXT W/ CONSENT	Mar 18, 2020	
6	EXTENSION OF TIME GRANTED	Mar 18, 2020	
7	P MOT FOR EXT W/ CONSENT	May 15, 2020	
8	EXTENSION OF TIME GRANTED	May 15, 2020	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91235737](#)

**Filing Date:** Jul 24, 2017

**Status:** Terminated

**Status Date:** Nov 06, 2017

**Interlocutory Attorney:** MIKE WEBSTER

#### Defendant

**Name:** OEG Building Material

**Correspondent Address:** JOHN D RITCHISON  
RITCHISON LAW OFFICES PC  
115 EAST NINTH ST STE A  
ANDERSON IN UNITED STATES , 46016

**Correspondent e-mail:** [jdritchison@comcast.net](mailto:jdritchison@comcast.net)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
BIG APPLE JOIST	Abandoned - After Inter-Partes Decision	<a href="#">87149763</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** ROBERT N POTTER  
KILPATRICK TOWNSEND & STOCKTON LLP  
1114 AVENUE OF THE AMERICAS, 21ST FLOOR  
NEW YORK NY UNITED STATES , 10036

**Correspondent e-mail:** [jpetersen@ktslaw.com](mailto:jpetersen@ktslaw.com) , [CYee@kilpatricktownsend.com](mailto:CYee@kilpatricktownsend.com) , [agarcia@ktslaw.com](mailto:agarcia@ktslaw.com) , [tmadmin@ktslaw.com](mailto:tmadmin@ktslaw.com) , [RPotter@kilpatricktownsend.com](mailto:RPotter@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">76117498</a>	<a href="#">2657931</a>
	REGISTERED AND RENEWED	<a href="#">76432525</a>	<a href="#">2693317</a>
	REGISTERED AND RENEWED	<a href="#">76432531</a>	<a href="#">2690881</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>

	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>
	REGISTERED AND RENEWED	<a href="#">78157042</a>	<a href="#">2870477</a>
	REGISTERED AND RENEWED	<a href="#">78255986</a>	<a href="#">2820066</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85120250</a>	<a href="#">4206562</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
TV	REGISTERED AND RENEWED	<a href="#">77154348</a>	<a href="#">3359157</a>
IPHONE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77353055</a>	<a href="#">4425780</a>
IPHONE	REGISTERED AND RENEWED	<a href="#">77976400</a>	<a href="#">3746840</a>
MUSIC	Registered	<a href="#">86662587</a>	<a href="#">4929159</a>
MUSIC	Registered	<a href="#">86663019</a>	<a href="#">5209941</a>
PAY	Registered	<a href="#">86393745</a>	<a href="#">5110262</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 24, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 25, 2017	Sep 03, 2017
3	PENDING, INSTITUTED	Jul 25, 2017	
4	NOTICE OF DEFAULT	Sep 13, 2017	
5	BD DECISION: SUSTAINED	Nov 06, 2017	
6	TERMINATED	Nov 06, 2017	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91234630</a>	<b>Filing Date:</b>	May 17, 2017
<b>Status:</b>	Terminated	<b>Status Date:</b>	Dec 20, 2018
<b>Interlocutory Attorney:</b>	MARY B MYLES		

Defendant	
<b>Name:</b>	Advanced Solutions, Inc.
<b>Correspondent Address:</b>	KAREN K GAUNT DINSMORE & SHOHL LLP 255 E 5TH ST STE 1900 CINCINNATI OH UNITED STATES , 45202
<b>Correspondent e-mail:</b>	<a href="mailto:karen.gaunt@dinsmore.com">karen.gaunt@dinsmore.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PILOT PROFESSIONAL INSTRUCTOR LIVE ONLINE TRAINING	Registered	<a href="#">86933829</a>	<a href="#">5663914</a>

Plaintiff(s)	
<b>Name:</b>	Apple Inc.
<b>Correspondent Address:</b>	ALLISON SCOTT ROACH KILPATRICK TOWNSEND & STOCKTON LLP 1100 PEACHTREE ST NE STE 2800 ATLANTA GA UNITED STATES , 30309-4528
<b>Correspondent e-mail:</b>	<a href="mailto:aroach@kilpatricktownsend.com">aroach@kilpatricktownsend.com</a> , <a href="mailto:jpetersen@ktslaw.com">jpetersen@ktslaw.com</a> , <a href="mailto:agarcia@ktslaw.com">agarcia@ktslaw.com</a> , <a href="mailto:tmadmin@ktslaw.com">tmadmin@ktslaw.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
APPLE	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77388365</a>	<a href="#">3710912</a>

APPLECARE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77499837</a>	<a href="#">4009791</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78157042</a>	<a href="#">2870477</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
TV	REGISTERED AND RENEWED	<a href="#">77154348</a>	<a href="#">3359157</a>
IPHONE	REGISTERED AND RENEWED	<a href="#">77976400</a>	<a href="#">3746840</a>
WATCH SPORT	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>
PENCIL	Registered	<a href="#">86763003</a>	<a href="#">5028531</a>
MUSIC	Registered	<a href="#">86662587</a>	<a href="#">4929159</a>
PAY	Registered	<a href="#">86393745</a>	<a href="#">5110262</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 17, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 18, 2017	Jun 27, 2017
3	PENDING, INSTITUTED	May 18, 2017	
4	ANSWER AND COUNTERCLAIM (FEE)	Jun 27, 2017	
5	TRIAL DATES RESET	Jul 03, 2017	
6	ANSWER TO COUNTERCLAIM	Aug 02, 2017	
7	STIP TO SUSP PEND SETTL NEGOTIATIONS	Feb 15, 2018	
8	SUSPENDED	Feb 15, 2018	
9	STIP TO SUSP PEND SETTL NEGOTIATIONS	Mar 20, 2018	
10	SUSPENDED	Mar 20, 2018	
11	STIP TO SUSP PEND SETTL NEGOTIATIONS	Apr 19, 2018	
12	SUSPENDED	Apr 19, 2018	
13	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jun 27, 2018	
14	SUSPENDED	Jun 27, 2018	
15	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Aug 22, 2018	
16	SUSPENDED	Aug 22, 2018	
17	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 25, 2018	
18	SUSPENDED	Sep 25, 2018	
19	MOT TO AMEND APPLICATION	Oct 26, 2018	
20	BD DECISION: OPP DISMISSED W/O PREJ	Dec 13, 2018	
21	TERMINATED	Dec 20, 2018	

#### Type of Proceeding: Opposition

Proceeding Number: [91233981](#)

Filing Date: Apr 12, 2017

Status: Terminated

Status Date: Jul 25, 2017

Interlocutory Attorney: JENNIFER KRISP

#### Defendant

Name: Michel A. Bond dba Multiple Tier Concepts

Correspondent Address: MICHEL A BOND  
DBA MUTIPLE TIER CONCEPTS  
437 GRABTOWN ROAD , PO BOX 211  
WINDSOR NC UNITED STATES , 27983

Correspondent e- [mabond02@yahoo.com](mailto:mabond02@yahoo.com)

mail: \_\_\_\_\_

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE LOVERS	Abandoned - After Inter-Partes Decision	<a href="#">87083382</a>	

**Plaintiff(s)**

**Name:** Apple Inc.

**Correspondent** JOSEPH PETERSEN  
**Address:** KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@ktslaw.com](mailto:jpetersen@ktslaw.com) , [cyee@kilpatricktownsend.com](mailto:cyee@kilpatricktownsend.com) , [cgenteman@kilpatricktownsend.com](mailto:cgenteman@kilpatricktownsend.com) , [agarcia@ktslaw.com](mailto:agarcia@ktslaw.com) , [tmadmin@ktslaw.com](mailto:tmadmin@ktslaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 13, 2017	May 23, 2017
3	PENDING, INSTITUTED	Apr 13, 2017	
4	NOTICE OF DEFAULT	Jun 02, 2017	
5	BD DECISION: SUSTAINED	Jul 25, 2017	
6	TERMINATED	Jul 25, 2017	

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,885,796**

**Registered Jan. 12, 2016**

**Int. Cl.: 14**

**TRADEMARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; WATCHES; TIMEPIECES; CHRONOGRAPHS FOR USE AS TIMEPIECES; CHRONOMETERS; WATCHSTRAPS; WATCH BANDS; CASES FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; PARTS FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015.

OWNER OF U.S. REG. NOS. 2,715,578, 3,070,037, AND 3,679,056.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 86-658,546, FILED 6-10-2015.

NORA BUCHANAN WILL, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2020-06-26 09:03:13 EDT

**Mark:**



**US Serial Number:** 86658546

**Application Filing Date:** Jun. 10, 2015

**US Registration Number:** 4885796

**Registration Date:** Jan. 12, 2016

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jan. 12, 2016

**Publication Date:** Oct. 27, 2015

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## Mark Information

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**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the design of an apple with a bite removed.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):** 05.09.05 - Apples

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## Related Properties Information

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**International Registration Number:** 1290155

**International Application(s) /Registration(s) Based on this Property:** A0054672/1290155

**Claimed Ownership of US Registrations:** 2715578, 3070037, 3679056

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## Goods and Services

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**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments

**International** 014 - Primary Class

**U.S Class(es):** 002, 027, 028, 050

**Class(es):**

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 09, 2014

**Use in Commerce:** Apr. 10, 2015

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Thomas R. La Perle  
**Name/Address:** Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

**Correspondent e-mail** Yes  
**Authorized:**

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 12, 2016	REGISTERED-PRINCIPAL REGISTER	
Oct. 27, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	69222
Oct. 27, 2015	PUBLISHED FOR OPPOSITION	
Oct. 07, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 19, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 19, 2015	ASSIGNED TO EXAMINER	
Jun. 16, 2015	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jun. 15, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 13, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jan. 12, 2016

**Int. Cl.: 14**

**Prior U.S. Cls.: 2, 27, 28 and 50**

**United States Patent and Trademark Office**

**Reg. No. 3,070,037**

**Registered Mar. 21, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: JEWELRY; WATCHES AND CLOCKS; CUFFLINKS; KEY RINGS OF PRECIOUS METAL; CHRONOMETERS; BROOCHES, CHARMS; TIE PINS; TIE CLIPS; BADGES, BRACELETS, NECKLACES; MEDALLIONS, BELT BUCKLES, PINS; ACCESSORY BOXES, JEWELRY BOXES, ORNAMENTS ALL MADE OF PRECIOUS METAL OR COATED THEREWITH; COSTUME JEWELRY; STATUES AND ORNAMENTS OF PRECIOUS METAL; PARTS AND FITTINGS FOR THE AFORESAID GOODS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 2593127, FILED 2-26-2002, REG. NO. 002593127, DATED 2-20-2004, EXPIRES 2-26-2012.

OWNER OF U.S. REG. NOS. 113,028, 1,421,062 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 78-156,911, FILED 8-22-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2020-06-26 09:04:12 EDT

**Mark:**



**US Serial Number:** 78156911

**Application Filing Date:** Aug. 22, 2002

**US Registration Number:** 3070037

**Registration Date:** Mar. 21, 2006

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Dec. 01, 2016

**Publication Date:** Jan. 04, 2005

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## Mark Information

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**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the design of an apple with a bite removed.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):** 05.09.05 - Apples

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## Related Properties Information

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**International Registration Number:** 0868666,

**International Application(s) /Registration(s) Based on this Property:** A0001003/0868666, A0000983

**Claimed Ownership of US Registrations:** 0113028, 0140042, 1114431, 1228952, 1401154, 1421062 and others

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 2593127

**Foreign Application Filing Date:** Feb. 26, 2002

**Foreign Registration Number:** 002593127

**Foreign Registration Date:** Feb. 20, 2004

**Foreign Application/Registration:** EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET

**Foreign Expiration Date:** Feb. 26, 2012

Country: (OHIM)

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** [Jewelry; watches and clocks; cufflinks;] key rings of precious metal [ ; chronometers; brooches, charms; tie pins; tie clips;] badges [, bracelets, necklaces; medallions, belt buckles, pins; accessory boxes, jewelry boxes, ornaments all made of precious metal or coated therewith; costume jewelry; statues and ornaments of precious metal; parts and fittings for the aforesaid goods]

**International Class(es):** 014 - Primary Class

**U.S Class(es):** 002, 027, 028, 050

**Class Status:** ACTIVE

**Basis:** 44(e)

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** Yes

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** APPLE INC.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
1 Infinite Loop  
MS 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Phone:** 408-974-2385

**Fax:** 408-253-0186

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [karenmarie\\_kitterm\\_an@apple.com](mailto:karenmarie_kitterm_an@apple.com) [amy.shelton@apple.com](mailto:amy.shelton@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 01, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	

Dec. 01, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76874
Dec. 01, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
Dec. 01, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Sep. 20, 2016	TEAS SECTION 8 & 9 RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 21, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 27, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Sep. 27, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Sep. 27, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Sep. 20, 2012	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 21, 2006	REGISTERED-PRINCIPAL REGISTER	
Feb. 03, 2006	1(B) BASIS DELETED; PROCEED TO REGISTRATION	66530
Feb. 03, 2006	NOTICE OF ALLOWANCE CANCELLED	66530
Jan. 25, 2006	TEAS DELETE 1(B) BASIS RECEIVED	
Sep. 06, 2005	EXTENSION 1 GRANTED	98765
Sep. 06, 2005	EXTENSION 1 FILED	98765
Sep. 06, 2005	TEAS EXTENSION RECEIVED	
Mar. 29, 2005	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 04, 2005	PUBLISHED FOR OPPOSITION	
Dec. 15, 2004	NOTICE OF PUBLICATION	
Oct. 29, 2004	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Oct. 29, 2004	ASSIGNED TO LIE	68552
Oct. 18, 2004	ASSIGNED TO LIE	68552
Oct. 12, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 09, 2004	TEAS/EMAIL CORRESPONDENCE ENTERED	68658
Sep. 28, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	68658
Sep. 28, 2004	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 25, 2004	LETTER OF SUSPENSION MAILED	
Feb. 24, 2004	LETTER OF SUSPENSION E-MAILED	
Jan. 12, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 12, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 13, 2004	EMAIL RECEIVED	
Oct. 28, 2003	INQUIRY TO SUSPENSION E-MAILED	
Oct. 03, 2003	CASE FILE IN TICRS	
Oct. 03, 2003	CASE FILE IN TICRS	
Feb. 07, 2003	LETTER OF SUSPENSION E-MAILED	
Jan. 16, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 16, 2003	NON-FINAL ACTION E-MAILED	
Jan. 10, 2003	ASSIGNED TO EXAMINER	69811
Jan. 08, 2003	ASSIGNED TO EXAMINER	76731

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Dec. 01, 2016

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Apple Computer, Inc.

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0526](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0526.pdf](#)

#### Assignor

Name: [APPLE COMPUTER, INC.](#)

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

#### Assignee

Name: [APPLE INC.](#)

State or Country Where Organized: CALIFORNIA

Legal Entity Type: CORPORATION

Where Organized:

Address: 1 INFINITE LOOP  
CUPERTINO, CALIFORNIA 95014

#### Correspondent

Correspondent Name: THOMAS R. LA PERLE

Correspondent Address: 1 INFINITE LOOP  
MS: 3TM  
CUPERTINO, CA 95014

Domestic Representative - Not Found

## Proceedings

#### Summary

Number of Proceedings: 8

#### Type of Proceeding: Opposition

Proceeding Number: [91255496](#)

Filing Date: Apr 27, 2020

Status: Suspended

Status Date: Jun 16, 2020

Interlocutory Attorney: ANDREW P BAXLEY

#### Defendant

Name: Apple Of My Eye LLC

Correspondent Address: APPLE OF MY EYE LLC  
145 OAKWOODS DR  
WAKEFIELD RI UNITED STATES , 02879

Correspondent e-mail: [hikelarson@gmail.com](mailto:hikelarson@gmail.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE OF MY EYE	Opposition Pending	<a href="#">88495877</a>	

#### Plaintiff(s)

Name: Apple Inc.

Correspondent Address: WILLIAM M. BRYNER  
KILPATRICK TOWNSEND & STOCKTON LLP  
1001 WEST FOURTH STREET  
WINSTON-SALEM NC UNITED STATES , 27101

Correspondent e-mail: [bbryner@ktslaw.com](mailto:bbryner@ktslaw.com) , [jpetersen@ktslaw.com](mailto:jpetersen@ktslaw.com) , [hyang@ktslaw.com](mailto:hyang@ktslaw.com) , [agarcia@ktslaw.com](mailto:agarcia@ktslaw.com) , [tadmin@ktslaw.com](mailto:tadmin@ktslaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>

	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 27, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 27, 2020	Jun 06, 2020
3	INSTITUTED	Apr 27, 2020	
4	NOTICE OF DEFAULT	Jun 16, 2020	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91255167](#)

**Filing Date:** Apr 08, 2020

**Status:** Suspended

**Status Date:** May 28, 2020

**Interlocutory Attorney:** MARY CATHERINE FAINT

#### Defendant

**Name:** JINJIANG DAYAN GUANGDIAN YOUXIAN GONGSI

**Correspondent Address:** ZAREEFA B. FLENER

SUITE 800  
77 WEST WASHINGTON STREET  
CHICAGO IL UNITED STATES , 60602

**Correspondent e-mail:** [chinatm-mtzc@fleneriplaw.com](mailto:chinatm-mtzc@fleneriplaw.com) , [info@ronggh.cn](mailto:info@ronggh.cn)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
COCOAPPLE	Opposition Pending	<a href="#">88541197</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** WILLIAM M. BRYNER

KILPATRICK TOWNSEND & STOCKTON LLP  
1001 WEST FOURTH STREET  
WINSTON-SALEM NC UNITED STATES , 27101

**Correspondent e-mail:** [BBRYNER@kilpatricktownsend.com](mailto:BBRYNER@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [HYang@kilpatricktownsend.com](mailto:HYang@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78408618</a>	<a href="#">3078580</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77356362</a>	<a href="#">3818856</a>
	REGISTERED AND RENEWED	<a href="#">73566772</a>	<a href="#">1401237</a>
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>

APPLE

REGISTERED AND RENEWED

[78170383](#)[2808567](#)**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 08, 2020	May 18, 2020
3	INSTITUTED	Apr 08, 2020	
4	NOTICE OF DEFAULT	May 28, 2020	

**Type of Proceeding: Opposition****Proceeding Number:** [91250196](#)**Filing Date:** Aug 14, 2019**Status:** Terminated**Status Date:** Nov 16, 2019**Interlocutory Attorney:** ELIZABETH WINTER**Defendant****Name:** Anhui Deli Household Glass Co., Ltd.**Correspondent** ALEX PATEL**Address:** PATEL & ALMEIDA PC  
16830 VENTURA BLVD, SUITE 360  
ENCINO CA UNITED STATES , 91436**Correspondent e-mail:** [notice@paiplaw.com](mailto:notice@paiplaw.com) , [paulo@paiplaw.com](mailto:paulo@paiplaw.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GREENAPPLE	Abandoned - After Inter-Partes Decision	<a href="#">88210462</a>	

**Plaintiff(s)****Name:** Apple Inc.**Correspondent** JOSEPH PETERSEN**Address:** KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [SManes@kilpatricktownsend.com](mailto:SManes@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com) , [hyang@kilpatricktownsend.com](mailto:hyang@kilpatricktownsend.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77356362</a>	<a href="#">3818856</a>
	REGISTERED AND RENEWED	<a href="#">73566772</a>	<a href="#">1401237</a>
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
	REGISTERED AND RENEWED	<a href="#">78408618</a>	<a href="#">3078580</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 14, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 14, 2019	Sep 23, 2019
3	INSTITUTED	Aug 14, 2019	
4	NOTICE OF DEFAULT	Oct 03, 2019	
5	BD DECISION: OPP SUSTAINED	Nov 16, 2019	
6	TERMINATED	Nov 16, 2019	

**Type of Proceeding: Opposition**

Proceeding [91250139](#)  
Number:

Filing Date: Aug 12, 2019

Status: Pending

Status Date: Aug 12, 2019

Interlocutory Attorney: ANDREW P BAXLEY

**Defendant**

Name: Wang, Yuzhi; Tsutsumida, Eric

Correspondent Address: ERIC TSUTSUMIDA  
1901 PETRA LN  
PLACENTIA CA UNITED STATES , 92870

Correspondent e-mail: [gracew0506@gmail.com](mailto:gracew0506@gmail.com) , [erictsutsumida@gmail.com](mailto:erictsutsumida@gmail.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLETREEGEMS	Opposition Pending	<a href="#">88052801</a>	

**Plaintiff(s)**

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [RWeeks@kilpatricktownsend.com](mailto:RWeeks@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 12, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 12, 2019	Sep 21, 2019
3	INSTITUTED	Aug 12, 2019	
4	ANSWER	Sep 20, 2019	
5	P MOT FOR EXT W/ CONSENT	Mar 18, 2020	
6	EXTENSION OF TIME GRANTED	Mar 18, 2020	
7	P MOT FOR EXT W/ CONSENT	May 15, 2020	
8	EXTENSION OF TIME GRANTED	May 15, 2020	

**Type of Proceeding: Opposition**

Proceeding [91247046](#)  
Number:

Filing Date: Mar 18, 2019

Status: Terminated

Status Date: Jan 22, 2020

Interlocutory Attorney: MIKE WEBSTER

**Defendant**

**Name:** Laurent Bensaid

**Correspondent Address:** BEN T LILA  
MANDOUR & ASSOCIATES APC  
8605 SANTA MONICA BLVD, SUITE 1500  
LOS ANGELES CA UNITED STATES , 90069

**Correspondent e-mail:** [blila@mandourlaw.com](mailto:blila@mandourlaw.com) , [jmandour@mandourlaw.com](mailto:jmandour@mandourlaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
VAPES	Abandoned - After Inter-Partes Decision	<a href="#">87630047</a>	

**Plaintiff(s)**

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [RWeeks@kilpatricktownsend.com](mailto:RWeeks@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77356362</a>	<a href="#">3818856</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 18, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 19, 2019	Apr 28, 2019
3	PENDING, INSTITUTED	Mar 19, 2019	
4	ANSWER	Mar 23, 2019	
5	P REQ FOR DISCOVERY CONFERENCE-ESTTA	Jun 28, 2019	
6	RESPONSE DUE	Jul 10, 2019	
7	D REQ TO W/DRAW AS ATTORNEY	Jul 25, 2019	
8	D REQ TO W/DRAW AS ATTORNEY	Jul 25, 2019	
9	RESPONSE DUE 30 DAYS (DUE DATE)	Aug 01, 2019	Aug 31, 2019
10	D CHANGE OF CORRESP ADDRESS	Aug 29, 2019	
11	D APPEARANCE / POWER OF ATTORNEY	Aug 29, 2019	
12	TRIAL DATES RESET	Sep 10, 2019	
13	W/DRAW OF APPLICATION	Jan 15, 2020	
14	BD DECISION: OPP SUSTAINED	Jan 22, 2020	
15	TERMINATED	Jan 22, 2020	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91245828](#)

**Filing Date:** Jan 14, 2019

**Status:** Terminated

**Status Date:** May 22, 2019

**Interlocutory Attorney:** YONG OH (RICHARD) KIM

**Defendant**

**Name:** ithk tm limited

**Correspondent Address:** JEFFREY H EPSTEIN  
COWAN LIEBOWITZ & LATMAN PC  
114 WEST 47TH STREET  
NEW YORK NY UNITED STATES , 10036-1525

**Correspondent e-mail:** [trademark@cll.com](mailto:trademark@cll.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
AAPE+	Registered	<a href="#">87794114</a>	<a href="#">5956258</a>

**Plaintiff(s)**

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [JPetersen@kilpatricktownsend.com](mailto:JPetersen@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [LMcAndrews@kilpatricktownsend.com](mailto:LMcAndrews@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">76400649</a>	<a href="#">2683410</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 14, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2019	Feb 23, 2019
3	PENDING, INSTITUTED	Jan 14, 2019	
4	D MOT FOR EXT W/ CONSENT	Feb 12, 2019	
5	EXTENSION OF TIME GRANTED	Feb 12, 2019	
6	D MOT FOR EXT W/ CONSENT	Mar 25, 2019	
7	EXTENSION OF TIME GRANTED	Mar 25, 2019	
8	MOT TO AMEND APPLICATION	Apr 19, 2019	
9	D MOT FOR EXT W/ CONSENT	Apr 24, 2019	
10	BD DECISION: OPP DISMISSED W/O PREJ	May 22, 2019	
11	TERMINATED	May 22, 2019	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91233981](#)

**Filing Date:** Apr 12, 2017

**Status:** Terminated

**Status Date:** Jul 25, 2017

**Interlocutory Attorney:** JENNIFER KRISP

**Defendant**

**Name:** Michel A. Bond dba Multiple Tier Concepts

**Correspondent** MICHEL A BOND  
**Address:** DBA MUTIPLE TIER CONCEPTS  
437 GRABTOWN ROAD , PO BOX 211  
WINDSOR NC UNITED STATES , 27983

**Correspondent e-mail:** [mabond02@yahoo.com](mailto:mabond02@yahoo.com)

Mark	Application Status	Serial Number	Registration Number
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APPLE LOVERS Abandoned - After Inter-Partes Decision [87083382](#)

**Plaintiff(s)**

**Name:** Apple Inc.

**Correspondent** JOSEPH PETERSEN  
**Address:** KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@ktslaw.com](mailto:jpetersen@ktslaw.com) , [cye@kilpatricktownsend.com](mailto:cye@kilpatricktownsend.com) , [cgenteman@kilpatricktownsend.com](mailto:cgenteman@kilpatricktownsend.com) , [agarcia@ktslaw.com](mailto:agarcia@ktslaw.com) , [tadmin@ktslaw.com](mailto:tadmin@ktslaw.com)

Mark	Application Status	Serial Number	Registration Number
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APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH EDITION	Registered	<a href="#">86512795</a>	<a href="#">4852670</a>
WATCH SPORT	Registered	<a href="#">86512876</a>	<a href="#">4819882</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 13, 2017	May 23, 2017
3	PENDING, INSTITUTED	Apr 13, 2017	
4	NOTICE OF DEFAULT	Jun 02, 2017	
5	BD DECISION: SUSTAINED	Jul 25, 2017	
6	TERMINATED	Jul 25, 2017	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91214699](#)

**Filing Date:** Jan 29, 2014

**Status:** Terminated

**Status Date:** May 20, 2014

**Interlocutory Attorney:** MARY CATHERINE FAINT

**Defendant**

**Name:** Katrina E. Woodhall MD and Associates, A Professional Medical Corporation

**Correspondent** KATRINA E WOODHALL MD AND ASSOCIATES  
**Address:** A PROFESSIONSL MEDICAL CORPORATION  
PO BOX 642  
SOLANA BEACH CA UNITED STATES , 92075-0642

**Correspondent e-mail:** [INFO@DRWOODHALL.COM](mailto:INFO@DRWOODHALL.COM)

Mark	Application Status	Serial Number	Registration Number
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**Plaintiff(s)****Name:** Apple Inc.**Correspondent** JOSEPH PETERSEN**Address:** KILPATRICK TOWNSEND & STOCKTON LLP  
1114 AVENUE OF THE AMERICAS, 21ST FOOR  
NEW YORK NY UNITED STATES , 10036**Correspondent e-mail:** [JPetersen@kiltown.com](mailto:JPetersen@kiltown.com) , [NChollet@kiltown.com](mailto:NChollet@kiltown.com) , [agarcia@kiltown.com](mailto:agarcia@kiltown.com) , [NYTrademarks@ktslaw.com](mailto:NYTrademarks@ktslaw.com) , [tmadmin@ktslaw.com](mailto:tmadmin@ktslaw.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
	REGISTERED AND RENEWED	<a href="#">77365106</a>	<a href="#">3462174</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">78156911</a>	<a href="#">3070037</a>
	REGISTERED AND RENEWED	<a href="#">76117498</a>	<a href="#">2657931</a>
	REGISTERED AND RENEWED	<a href="#">78156887</a>	<a href="#">3070036</a>
	REGISTERED AND RENEWED	<a href="#">78408618</a>	<a href="#">3078580</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77356362</a>	<a href="#">3818856</a>
	REGISTERED AND RENEWED	<a href="#">78156809</a>	<a href="#">3070035</a>
	REGISTERED AND RENEWED	<a href="#">78155196</a>	<a href="#">2951270</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">78255986</a>	<a href="#">2820066</a>
	REGISTERED AND RENEWED	<a href="#">76432531</a>	<a href="#">2690881</a>
	REGISTERED AND RENEWED	<a href="#">78157042</a>	<a href="#">2870477</a>
	REGISTERED AND RENEWED	<a href="#">76432525</a>	<a href="#">2693317</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
	REGISTERED AND RENEWED	<a href="#">74712807</a>	<a href="#">2180949</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85120250</a>	<a href="#">4206562</a>
	REGISTERED AND RENEWED	<a href="#">78408605</a>	<a href="#">3108652</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 29, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 29, 2014	Mar 10, 2014
3	PENDING, INSTITUTED	Jan 29, 2014	
4	NOTICE OF DEFAULT	Apr 01, 2014	
5	BD DECISION: SUSTAINED	May 20, 2014	
6	TERMINATED	May 20, 2014	

# United States of America

United States Patent and Trademark Office

## APPLE WATCH

**Reg. No. 5,161,494**

**Registered Mar. 14, 2017**

**Int. Cl.: 10**

**Trademark**

**Principal Register**

Apple Inc. (CALIFORNIA CORPORATION)  
1 Infinite Loop  
Cupertino, CA 95014

CLASS 10: General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "WATCH"

SER. NO. 86-389,914, FILED 09-09-2014  
DAVID HOWARD ALESKOW, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2020-06-26 09:05:16 EDT

**Mark:** APPLE WATCH

APPLE WATCH

**US Serial Number:** 86389914

**Application Filing Date:** Sep. 09, 2014

**US Registration Number:** 5161494

**Registration Date:** Mar. 14, 2017

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Mar. 14, 2017

**Publication Date:** Aug. 11, 2015

**Notice of Allowance Date:** Oct. 06, 2015

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## Mark Information

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**Mark Literal Elements:** APPLE WATCH

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "WATCH"

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## Related Properties Information

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**International Registration Number:** 1228980

**International Application(s) /Registration(s) Based on this Property:** A0044997/1228980

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 47997

**Foreign Application Filing Date:** Mar. 11, 2014

**Foreign Application/Registration Country:** TRINIDAD AND TOBAGO

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## Goods and Services

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**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form

of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

**International Class(es):** 010 - Primary Class

**U.S Class(es):** 026, 039, 044

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 09, 2014

**Use in Commerce:** Apr. 10, 2015

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 14, 2017	REGISTERED-PRINCIPAL REGISTER	
Feb. 10, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 09, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 09, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 09, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Feb. 09, 2017	EXAMINERS AMENDMENT E-MAILED	
Feb. 09, 2017	SU-EXAMINER'S AMENDMENT WRITTEN	90334
Jan. 20, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

Jan. 19, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 19, 2017	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 19, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	SU - NON-FINAL ACTION - WRITTEN	90334
Jun. 28, 2016	STATEMENT OF USE PROCESSING COMPLETE	69712
Jun. 08, 2016	USE AMENDMENT FILED	69712
Jun. 28, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69712
Jun. 08, 2016	TEAS STATEMENT OF USE RECEIVED	
Apr. 08, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 06, 2016	EXTENSION 1 GRANTED	98765
Apr. 06, 2016	EXTENSION 1 FILED	98765
Apr. 06, 2016	TEAS EXTENSION RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 06, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 11, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 11, 2015	PUBLISHED FOR OPPOSITION	
Jul. 22, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 08, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Jul. 08, 2015	ASSIGNED TO LIE	68171
Jun. 23, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 22, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 22, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 17, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 12, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Feb. 09, 2017

# United States of America

United States Patent and Trademark Office



**Reg. No. 5,161,497**

Apple Inc. (CALIFORNIA CORPORATION)  
1 Infinite Loop  
Cupertino, CA 95014

**Registered Mar. 14, 2017**

**Int. Cl.: 10**

CLASS 10: General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

**Trademark**

**Principal Register**

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

The mark consists of the design of an apple with a bite removed and the word "WATCH".

OWNER OF U.S. REG. NO. 3064984, 2715578, 3679056

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"WATCH"

SER. NO. 86-390,818, FILED 09-10-2014  
DAVID HOWARD ALESKOW, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2020-06-26 09:06:39 EDT

**Mark:** WATCH



**US Serial Number:** 86390818

**Application Filing Date:** Sep. 10, 2014

**US Registration Number:** 5161497

**Registration Date:** Mar. 14, 2017

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Mar. 14, 2017

**Publication Date:** Aug. 11, 2015

**Notice of Allowance Date:** Oct. 06, 2015

---

## Mark Information

---

**Mark Literal Elements:** WATCH

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the design of an apple with a bite removed and the word "WATCH".

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "WATCH"

**Design Search Code(s):** 05.09.05 - Apples

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## Related Properties Information

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**International Registration Number:** 1231968

**International Application(s) /Registration(s) Based on this Property:** A0045075/1231968

**Claimed Ownership of US Registrations:** 2715578, 3064984, 3679056 and others

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 65136

**Foreign Application Filing Date:** Jul. 24, 2014

**Foreign Application/Registration Country:** JAMAICA

---

## Goods and Services

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

**International Class(es):** 010 - Primary Class

**U.S Class(es):** 026, 039, 044

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 09, 2014

**Use in Commerce:** Apr. 10, 2015

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 14, 2017	REGISTERED-PRINCIPAL REGISTER	

Feb. 10, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 09, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 09, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 09, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Feb. 09, 2017	EXAMINERS AMENDMENT E-MAILED	
Feb. 09, 2017	SU-EXAMINER'S AMENDMENT WRITTEN	90334
Jan. 20, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 19, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 19, 2017	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 19, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	SU - NON-FINAL ACTION - WRITTEN	90334
Jun. 28, 2016	STATEMENT OF USE PROCESSING COMPLETE	69712
Jun. 08, 2016	USE AMENDMENT FILED	69712
Jun. 28, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69712
Jun. 08, 2016	TEAS STATEMENT OF USE RECEIVED	
Apr. 08, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 06, 2016	EXTENSION 1 GRANTED	98765
Apr. 06, 2016	EXTENSION 1 FILED	98765
Apr. 06, 2016	TEAS EXTENSION RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 06, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 11, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 11, 2015	PUBLISHED FOR OPPOSITION	
Jul. 22, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 08, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Jul. 08, 2015	ASSIGNED TO LIE	68171
Jun. 23, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 22, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 22, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 19, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Sep. 18, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 13, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 09, 2017

# United States of America

## United States Patent and Trademark Office

### APPLE WATCH

**Reg. No. 5,628,055**

**Registered Dec. 11, 2018**

**Int. Cl.: 9**

**Trademark**

**Principal Register**

Apple Inc. (CALIFORNIA CORPORATION)  
One Apple Park Way  
Cupertino, CALIFORNIA 95014

CLASS 9: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 3928818, 3317089, 1078312

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"WATCH"

SER. NO. 86-390,028, FILED 09-09-2014

**Generated on:** This page was generated by TSDR on 2020-06-26 09:07:53 EDT

**Mark:** APPLE WATCH

APPLE WATCH

**US Serial Number:** 86390028

**Application Filing Date:** Sep. 09, 2014

**US Registration Number:** 5628055

**Registration Date:** Dec. 11, 2018

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Dec. 11, 2018

**Publication Date:** Sep. 01, 2015

**Notice of Allowance Date:** Oct. 27, 2015

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## Mark Information

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**Mark Literal Elements:** APPLE WATCH

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "WATCH"

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## Related Properties Information

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**International Registration Number:** 1241169

**International Application(s) /Registration(s) Based on this Property:** A0045008/1241169

**Claimed Ownership of US Registrations:** 1078312, 3317089, 3928818 and others

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 47997

**Foreign Application Filing Date:** Mar. 11, 2014

**Foreign Application/Registration Country:** TRINIDAD AND TOBAGO

---

## Goods and Services

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**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;

- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 09, 2014

**Use in Commerce:** Apr. 10, 2015

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way

MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

Correspondent e- [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)  
mail: [amy.shelton@apple.com](mailto:amy.shelton@apple.com) [karenk@apple.com](mailto:karenk@apple.com)

Correspondent e- Yes  
mail Authorized:

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Dec. 11, 2018	REGISTERED-PRINCIPAL REGISTER	
Nov. 03, 2018	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 02, 2018	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 02, 2018	STATEMENT OF USE PROCESSING COMPLETE	66530
Oct. 25, 2018	USE AMENDMENT FILED	66530
Oct. 25, 2018	TEAS STATEMENT OF USE RECEIVED	
May 11, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 10, 2018	EXTENSION 5 GRANTED	66530
Apr. 26, 2018	EXTENSION 5 FILED	66530
Apr. 26, 2018	TEAS EXTENSION RECEIVED	
Apr. 26, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 01, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 31, 2017	EXTENSION 4 GRANTED	66530
Oct. 26, 2017	EXTENSION 4 FILED	66530
Oct. 26, 2017	TEAS EXTENSION RECEIVED	
Oct. 26, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 02, 2017	EXTENSION 3 GRANTED	66530
Apr. 26, 2017	EXTENSION 3 FILED	66530
Apr. 26, 2017	TEAS EXTENSION RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 20, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 19, 2016	EXTENSION 2 GRANTED	66530
Oct. 11, 2016	EXTENSION 2 FILED	66530
Oct. 11, 2016	TEAS EXTENSION RECEIVED	
Oct. 11, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 02, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 01, 2016	EXTENSION 1 GRANTED	66530
Apr. 27, 2016	EXTENSION 1 FILED	66530
May 26, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Apr. 27, 2016	TEAS EXTENSION RECEIVED	
Apr. 27, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 27, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 01, 2015	PUBLISHED FOR OPPOSITION	
Aug. 12, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 24, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Jul. 22, 2015	ASSIGNED TO LIE	73296
Jul. 09, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 23, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
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Dec. 24, 2014	NON-FINAL ACTION E-MAILED	6325
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Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 18, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 12, 2014	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

---

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Nov. 02, 2018

# United States of America

## United States Patent and Trademark Office



**Reg. No. 5,628,056**

**Registered Dec. 11, 2018**

**Int. Cl.: 9**

**Trademark**

**Principal Register**

Apple Inc. (CALIFORNIA CORPORATION)  
One Apple Park Way  
Cupertino, CALIFORNIA 95014

CLASS 9: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric



A handwritten signature in dark ink, appearing to read "Andrew Iancu".

Director of the United States  
Patent and Trademark Office

data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

The mark consists of the design of an apple with a bite removed and the word "WATCH".

OWNER OF U.S. REG. NO. 3679056, 2715578, 1114431

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"WATCH"

SER. NO. 86-390,778, FILED 09-10-2014

**Generated on:** This page was generated by TSDR on 2020-06-26 09:08:38 EDT

**Mark:** WATCH



**US Serial Number:** 86390778

**Application Filing Date:** Sep. 10, 2014

**US Registration Number:** 5628056

**Registration Date:** Dec. 11, 2018

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Dec. 11, 2018

**Publication Date:** Sep. 01, 2015

**Notice of Allowance Date:** Oct. 27, 2015

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## Mark Information

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**Mark Literal Elements:** WATCH

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the design of an apple with a bite removed and the word "WATCH".

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "WATCH"

**Design Search Code(s):** 05.09.05 - Apples

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## Related Properties Information

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**International Registration Number:** 1249554

**International Application(s) /Registration(s) Based on this Property:** A0045071/1249554

**Claimed Ownership of US Registrations:** 1114431, 2715578, 3679056 and others

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 65136

**Foreign Application Filing Date:** Jul. 24, 2014

**Foreign Application/Registration Country:** JAMAICA

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## Goods and Services

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**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 09, 2014

**Use in Commerce:** Apr. 10, 2015

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### Basis Information (Case Level)

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**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

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### Current Owner(s) Information

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**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

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### Attorney/Correspondence Information

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#### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email** Yes

Email Address: \_\_\_\_\_

Authorized:

**Correspondent**

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)  
[amy.shelton@apple.com](mailto:amy.shelton@apple.com) [karenk@apple.com](mailto:karenk@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Dec. 11, 2018	REGISTERED-PRINCIPAL REGISTER	
Nov. 03, 2018	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 02, 2018	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 02, 2018	STATEMENT OF USE PROCESSING COMPLETE	66530
Oct. 26, 2018	USE AMENDMENT FILED	66530
Oct. 26, 2018	TEAS STATEMENT OF USE RECEIVED	
May 11, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 10, 2018	EXTENSION 5 GRANTED	66530
Apr. 26, 2018	EXTENSION 5 FILED	66530
Apr. 26, 2018	TEAS EXTENSION RECEIVED	
Apr. 26, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 01, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 31, 2017	EXTENSION 4 GRANTED	66530
Oct. 26, 2017	EXTENSION 4 FILED	66530
Oct. 26, 2017	TEAS EXTENSION RECEIVED	
Oct. 26, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 02, 2017	EXTENSION 3 GRANTED	66530
Apr. 26, 2017	EXTENSION 3 FILED	66530
Apr. 26, 2017	TEAS EXTENSION RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 20, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 19, 2016	EXTENSION 2 GRANTED	66530
Oct. 11, 2016	EXTENSION 2 FILED	66530
Oct. 11, 2016	TEAS EXTENSION RECEIVED	
Oct. 11, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 31, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 28, 2016	EXTENSION 1 GRANTED	66530
Apr. 27, 2016	EXTENSION 1 FILED	66530
May 26, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Apr. 27, 2016	TEAS EXTENSION RECEIVED	
Apr. 27, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 27, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 01, 2015	PUBLISHED FOR OPPOSITION	

Aug. 12, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 30, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Jul. 22, 2015	ASSIGNED TO LIE	70468
Jul. 10, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 23, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 24, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 24, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 24, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 19, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Sep. 18, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 13, 2014	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Nov. 02, 2018

## Proceedings

### Summary

**Number of Proceedings:** 10

### Type of Proceeding: Opposition

**Proceeding Number:** [91255866](#)

**Filing Date:** May 18, 2020

**Status:** Pending

**Status Date:** May 18, 2020

**Interlocutory Attorney:** JENNIFER KRISP

### Defendant

**Name:** 7D Holdings, LLC

**Correspondent Address:** PANKAJ S. RAVAL  
CARBON LAW GROUP, P.C.  
633 W. 5TH STREET, SUITE 2600  
LOS ANGELES CA UNITED STATES , 90071

**Correspondent e-mail:** [trademarks@carbonlg.com](mailto:trademarks@carbonlg.com) , [george@carbonlg.com](mailto:george@carbonlg.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
REDS APPLE EUJICE	Opposition Pending	<a href="#">88470946</a>	

### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** WILLIAM M. BRYNER  
KILPATRICK TOWNSEND & STOCKTON LLP  
1001 WEST FOURTH STREET  
WINSTON-SALEM NC UNITED STATES , 27101

**Correspondent e-mail:** [bbryner@kilpatricktownsend.com](mailto:bbryner@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [HYang@kilpatricktownsend.com](mailto:HYang@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>

	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
DESIGNED BY APPLE IN CALIFORNIA	Registered	<a href="#">86096239</a>	<a href="#">4604456</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 18, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 18, 2020	Jun 27, 2020
3	INSTITUTED	May 18, 2020	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91254886</a>	<b>Filing Date:</b>	Mar 25, 2020
<b>Status:</b>	Pending	<b>Status Date:</b>	Mar 25, 2020
<b>Interlocutory Attorney:</b>	YONG OH (RICHARD) KIM		

Defendant			
<b>Name:</b>	Super Healthy Kids, Inc.		
<b>Correspondent Address:</b>	MARGARET NIVER MCGANN PARSONS BEHLE & LATIMER 201 SOUTH MAIN STREET, SUITE 1800 SALT LAKE CITY UT UNITED STATES , 84111		
<b>Correspondent e-mail:</b>	<a href="mailto:trademarks@parsonsbehle.com">trademarks@parsonsbehle.com</a> , <a href="mailto:ilove@parsonsbehle.com">ilove@parsonsbehle.com</a>		

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	<a href="#">87315348</a>	

Plaintiff(s)			
<b>Name:</b>	Apple Inc.		
<b>Correspondent Address:</b>	WILLIAM M BRYNER KILPATRICK TOWNSEND & STOCKTON LLP 1001 WEST FOURTH STREET WINSTON-SALEM NC UNITED STATES , 27101		
<b>Correspondent e-mail:</b>	<a href="mailto:BBRYNER@kilpatricktownsend.com">BBRYNER@kilpatricktownsend.com</a> , <a href="mailto:jpetersen@kilpatricktownsend.com">jpetersen@kilpatricktownsend.com</a> , <a href="mailto:HYang@kilpatricktownsend.com">HYang@kilpatricktownsend.com</a> , <a href="mailto:Agarcia@kilpatricktownsend.com">Agarcia@kilpatricktownsend.com</a> , <a href="mailto:tadmin@kilpatricktownsend.com">tadmin@kilpatricktownsend.com</a>		

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85120250</a>	<a href="#">4206562</a>
APPLE	Registered	<a href="#">85120231</a>	<a href="#">4913886</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
	REGISTERED AND RENEWED	<a href="#">74712807</a>	<a href="#">2180949</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>

WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 25, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 25, 2020	May 04, 2020
3	INSTITUTED	Mar 25, 2020	
4	ANSWER	May 04, 2020	

### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91253400</a>	<b>Filing Date:</b>	Jan 08, 2020
<b>Status:</b>	Terminated	<b>Status Date:</b>	Apr 17, 2020
<b>Interlocutory Attorney:</b>	GEOFFREY MCNUTT		

Defendant	
<b>Name:</b>	Shangrao Actearlier Co., Ltd.
<b>Correspondent Address:</b>	SHANGRAO ACTEARLIER NO 307 OF XURI BEI SHANGRAO COUNTY SHANGRAO CITY JIANGXI PROVINCE CHINA , 334100
<b>Correspondent e-mail:</b>	<a href="mailto:2851218765@qq.com">2851218765@qq.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PUNCHING APPLE	Abandoned - After Inter-Partes Decision	<a href="#">88229238</a>	

Plaintiff(s)	
<b>Name:</b>	Apple Inc.
<b>Correspondent Address:</b>	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK CA UNITED STATES , 94025
<b>Correspondent e-mail:</b>	<a href="mailto:jpetersen@kilpatricktownsend.com">jpetersen@kilpatricktownsend.com</a> , <a href="mailto:JGonder@kilpatricktownsend.com">JGonder@kilpatricktownsend.com</a> , <a href="mailto:agarcia@kilpatricktownsend.com">agarcia@kilpatricktownsend.com</a> , <a href="mailto:tmadmin@kilpatricktownsend.com">tmadmin@kilpatricktownsend.com</a> , <a href="mailto:BBRYNER@kilpatricktownsend.com">BBRYNER@kilpatricktownsend.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77388864</a>	<a href="#">3621571</a>
	REGISTERED AND RENEWED	<a href="#">78155196</a>	<a href="#">2951270</a>
MADE FOR APPLE WATCH	Fifth Extension - Granted	<a href="#">87128031</a>	
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>

Prosecution History			

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 10, 2020	Feb 19, 2020
3	INSTITUTED	Jan 10, 2020	
4	NOTICE OF DEFAULT	Feb 29, 2020	
5	BD DECISION: OPP SUSTAINED	Apr 17, 2020	
6	TERMINATED	Apr 17, 2020	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91252048](#)

**Filing Date:** Nov 04, 2019

**Status:** Pending

**Status Date:** Nov 04, 2019

**Interlocutory Attorney:** MARY CATHERINE FAINT

#### Defendant

**Name:** Savor Health, LLC

**Correspondent Address:** ROSIE H. KIM  
PROCOPIO, CORY, HARGREAVES & SAVITCH LLP  
525 B STREET, SUITE 2200  
SAN DIEGO CA UNITED STATES , 92101

**Correspondent e-mail:** [docketing@procopio.com](mailto:docketing@procopio.com) , [rosie.kim@procopio.com](mailto:rosie.kim@procopio.com) , [richard.campbell@procopio.com](mailto:richard.campbell@procopio.com) , [neil.salyards@procopio.com](mailto:neil.salyards@procopio.com) , [pamela.lawson@procopio.com](mailto:pamela.lawson@procopio.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	<a href="#">88180297</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [JPetersen@kilpatricktownsend.com](mailto:JPetersen@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [NDrake@kilpatricktownsend.com](mailto:NDrake@kilpatricktownsend.com) , [BBRYNER@kilpatricktownsend.com](mailto:BBRYNER@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
	REGISTERED AND RENEWED	<a href="#">74712807</a>	<a href="#">2180949</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 04, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 04, 2019	Dec 14, 2019
3	INSTITUTED	Nov 04, 2019	

4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019
5	EXTENSION OF TIME GRANTED	Nov 20, 2019
6	D MOT FOR EXT W/ CONSENT	Dec 18, 2019
7	EXTENSION OF TIME GRANTED	Dec 18, 2019
8	D MOT FOR EXT W/ CONSENT	Feb 07, 2020
9	EXTENSION OF TIME GRANTED	Feb 07, 2020
10	D MOT FOR EXT W/ CONSENT	Mar 04, 2020
11	EXTENSION OF TIME GRANTED	Mar 04, 2020
12	D MOT FOR EXT W/ CONSENT	Apr 03, 2020
13	EXTENSION OF TIME GRANTED	Apr 03, 2020
14	D MOT FOR EXT W/ CONSENT	Jun 09, 2020
15	EXTENSION OF TIME GRANTED	Jun 09, 2020

### Type of Proceeding: Opposition

**Proceeding Number:** [91251667](#)

**Filing Date:** Oct 16, 2019

**Status:** Terminated

**Status Date:** Apr 27, 2020

**Interlocutory Attorney:** JILL M MCCORMACK

#### Defendant

**Name:** Share Our Strength

**Correspondent Address:** KERRY A BRENNAN  
BRENNAN LAW FIRM PLLC  
1250 BROADWAY, 27TH FLOOR  
NEW YORK NY UNITED STATES , 10001

**Correspondent e-mail:** [kerry.brennan@brennanlawpllc.com](mailto:kerry.brennan@brennanlawpllc.com) , [kerryabrennan@gmail.com](mailto:kerryabrennan@gmail.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">87939774</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [SManes@kilpatricktownsend.com](mailto:SManes@kilpatricktownsend.com) , [agarcia@kilpatricktownsend.com](mailto:agarcia@kilpatricktownsend.com) , [tadmin@Kilpatricktownsend.com](mailto:tadmin@Kilpatricktownsend.com) , [BBRYNER@kilpatricktownsend.com](mailto:BBRYNER@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH SPORT	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>
MADE FOR APPLE WATCH	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77499837</a>	<a href="#">4009791</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77388365</a>	<a href="#">3710912</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 16, 2019	Nov 25, 2019
3	INSTITUTED	Oct 16, 2019	
4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019	
5	EXTENSION OF TIME GRANTED	Nov 20, 2019	
6	D MOT FOR EXT W/ CONSENT	Dec 23, 2019	
7	EXTENSION OF TIME GRANTED	Dec 23, 2019	
8	D MOT FOR EXT W/ CONSENT	Jan 18, 2020	
9	EXTENSION OF TIME GRANTED	Jan 18, 2020	
10	D MOT FOR EXT W/ CONSENT	Feb 21, 2020	
11	EXTENSION OF TIME GRANTED	Feb 21, 2020	
12	D MOT FOR EXT W/ CONSENT	Mar 19, 2020	
13	EXTENSION OF TIME GRANTED	Mar 19, 2020	
14	W/DRAW OF APPLICATION	Apr 23, 2020	
15	BD DECISION: OPP SUSTAINED	Apr 27, 2020	
16	TERMINATED	Apr 27, 2020	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91251670](#)

**Filing Date:** Oct 16, 2019

**Status:** Terminated

**Status Date:** Feb 14, 2020

**Interlocutory Attorney:** MIKE WEBSTER

#### Defendant

**Name:** Blue Apple Dental Group

**Correspondent Address:** ORIANA LIEU  
BLUE APPLE DENTAL GROUP  
6230 STATE FARM DRIVE  
ROHNERT PARK CA UNITED STATES , 94928

**Correspondent e-mail:** [sonoma.implants@gmail.com](mailto:sonoma.implants@gmail.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88301813</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [NDrake@kilpatricktownsend.com](mailto:NDrake@kilpatricktownsend.com) , [agarcia@kilpatricktownsend.com](mailto:agarcia@kilpatricktownsend.com) , [tadmin@Kilpatricktownsend.com](mailto:tadmin@Kilpatricktownsend.com) , [BBRYNER@kilpatricktownsend.com](mailto:BBRYNER@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>

WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 17, 2019	Nov 26, 2019
3	INSTITUTED	Oct 17, 2019	
4	NOTICE OF DEFAULT	Dec 06, 2019	
5	BD DECISION: OPP SUSTAINED	Feb 14, 2020	
6	TERMINATED	Feb 14, 2020	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91249503](#)

**Filing Date:** Jul 15, 2019

**Status:** Terminated

**Status Date:** Oct 17, 2019

**Interlocutory Attorney:** MARY CATHERINE FAINT

#### Defendant

**Name:** TeakOrigin Inc.

**Correspondent Address:** JESSICA S PARISE  
GOODWIN PROCTER LLP  
620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING  
NEW YORK NY UNITED STATES , 10018

**Correspondent e-mail:** [TMadmin@goodwinlaw.com](mailto:TMadmin@goodwinlaw.com) , [JParise@goodwinlaw.com](mailto:JParise@goodwinlaw.com) , [SAlliRampersad@goodwinlaw.com](mailto:SAlliRampersad@goodwinlaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88090562</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [SManes@kilpatricktownsend.com](mailto:SManes@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH SPORT	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>
MADE FOR APPLE WATCH	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE NEWS	Registered	<a href="#">86819744</a>	<a href="#">5341294</a>

APPLE NEWS	Registered	<a href="#">86819678</a>	<a href="#">5346816</a>
MUSIC	Registered	<a href="#">86662532</a>	<a href="#">5251657</a>
MUSIC	Registered	<a href="#">86663005</a>	<a href="#">5330145</a>
APPLE MUSIC	Registered	<a href="#">86658508</a>	<a href="#">5330141</a>
TV	REGISTERED AND RENEWED	<a href="#">77154348</a>	<a href="#">3359157</a>
APPLE TV	REGISTERED AND RENEWED	<a href="#">77152380</a>	<a href="#">3359045</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLECARE	REGISTERED AND RENEWED	<a href="#">77499847</a>	<a href="#">3717431</a>
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77388365</a>	<a href="#">3710912</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">87536751</a>	<a href="#">5380650</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">86760493</a>	<a href="#">5223891</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>
TODAY AT APPLE	Registered	<a href="#">87607137</a>	<a href="#">5448031</a>
TV	Registered	<a href="#">87069662</a>	<a href="#">5612350</a>
WORKS WITH APPLE CARPLAY	Registered	<a href="#">86514929</a>	<a href="#">4969782</a>
APPLE CARPLAY	Registered	<a href="#">86364433</a>	<a href="#">5453800</a>
DESIGNED BY APPLE IN CALIFORNIA	Registered	<a href="#">86096239</a>	<a href="#">4604456</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91249230](#)

**Filing Date:** Jul 01, 2019

**Status:** Terminated

**Status Date:** May 21, 2020

**Interlocutory Attorney:** MARY CATHERINE FAINT

#### Defendant

**Name:** Edukids Connect Systems, LLC

**Correspondent Address:** NAZISH M AGHA  
AGHA & AGHA LLP  
403 MAPLECREST ROAD  
EDISON NJ UNITED STATES , 08820

**Correspondent e-mail:** [nazish@aghalaw.com](mailto:nazish@aghalaw.com) , [satif@aghalaw.com](mailto:satif@aghalaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
EDUKIDS	Abandoned - After Inter-Partes Decision	<a href="#">88059046</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [rweeks@kilpatricktownsend.com](mailto:rweeks@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
TV PAY MUSIC WATCH APPLE APPLE APPLE APPLECARE	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
	REGISTERED AND RENEWED	<a href="#">78157042</a>	<a href="#">2870477</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">77154348</a>	<a href="#">3359157</a>
	Registered	<a href="#">86485418</a>	<a href="#">5286668</a>
	Registered	<a href="#">86663005</a>	<a href="#">5330145</a>
	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77499837</a>	<a href="#">4009791</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 01, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 01, 2019	Aug 10, 2019
3	INSTITUTED	Jul 01, 2019	
4	ANSWER	Aug 12, 2019	
5	DUPLICATE FILING (NOT CONSIDERED)	Aug 12, 2019	
6	P MOT TO COMPEL DISCOVERY	Feb 06, 2020	
7	SUSP PEND DISP OF OUTSTNDNG MOT	Feb 11, 2020	
8	TRIAL DATES RESET	Mar 11, 2020	
9	P MOT FOR SANCTIONS(OTHER)	Apr 13, 2020	
10	SUSP PEND DISP OF OUTSTNDNG MOT	Apr 17, 2020	
11	BD DECISION: OPP SUSTAINED	May 21, 2020	
12	TERMINATED	May 21, 2020	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91248982](#)

**Filing Date:** Jun 19, 2019

**Status:** Terminated

**Status Date:** Sep 17, 2019

**Interlocutory Attorney:** REBECCA J STEMPIEN\_COYLE

#### Defendant

**Name:** Kelly Hunter

**Correspondent Address:** JEREMY PETER GREEN

JPG LEGAL  
68 JAY STREET , SUITE 612  
BROOKLYN NY UNITED STATES , 11201

**Correspondent e-mail:** [docket@jpglegal.com](mailto:docket@jpglegal.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SIMPLE APPLE NUTRITION COACHING	Abandoned - After Inter-Partes Decision	<a href="#">88130203</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN

KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [SManes@kilpatricktownsend.com](mailto:SManes@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
WATCH APPLE WATCH WATCH SPORT MADE FOR APPLE WATCH WATCH EDITION WATCH APPLE WATCH APPLE	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>
	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 19, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 19, 2019	Jul 29, 2019
3	INSTITUTED	Jun 19, 2019	
4	NOTICE OF DEFAULT	Aug 08, 2019	
5	BD DECISION: OPP SUSTAINED	Sep 17, 2019	
6	TERMINATED	Sep 17, 2019	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91247663</a>	<b>Filing Date:</b>	Apr 18, 2019
<b>Status:</b>	Terminated	<b>Status Date:</b>	Jul 23, 2019
<b>Interlocutory Attorney:</b>	ANDREW P BAXLEY		

Defendant	
<b>Name:</b>	Beijing Da Mi Technology Co., Ltd.
<b>Correspondent Address:</b>	YUE (ROBERT) XU APEX ATTORNEYS AT LAW, LLP 160 ALAMO PLAZA #942 ALAMO CA UNITED STATES , 94507
<b>Correspondent e-mail:</b>	<a href="mailto:trademark@apex-attorneys.com">trademark@apex-attorneys.com</a> , <a href="mailto:apex.attorneys@aol.com">apex.attorneys@aol.com</a> , <a href="mailto:trademark.aaal@gmail.com">trademark.aaal@gmail.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88169100</a>	

Plaintiff(s)	
<b>Name:</b>	Apple Inc.
<b>Correspondent Address:</b>	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK CA UNITED STATES , 94025
<b>Correspondent e-mail:</b>	<a href="mailto:jpetersen@kilpatricktownsend.com">jpetersen@kilpatricktownsend.com</a> , <a href="mailto:jgonder@kilpatricktownsend.com">jgonder@kilpatricktownsend.com</a> , <a href="mailto:agarcia@kilpatricktownsend.com">agarcia@kilpatricktownsend.com</a> , <a href="mailto:tadmin@kilpatricktownsend.com">tadmin@kilpatricktownsend.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	Registered	<a href="#">86658546</a>	<a href="#">4885796</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>

	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH	Registered	<a href="#">86390853</a>	<a href="#">4783440</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
TV	REGISTERED AND RENEWED	<a href="#">77154348</a>	<a href="#">3359157</a>
TV 4K	Registered	<a href="#">87605802</a>	<a href="#">5443286</a>
TV	Registered	<a href="#">87069662</a>	<a href="#">5612350</a>
MUSIC	Registered	<a href="#">86663005</a>	<a href="#">5330145</a>
IPHONE	REGISTERED AND RENEWED	<a href="#">77976400</a>	<a href="#">3746840</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78430230</a>	<a href="#">3317089</a>
APPLE	REGISTERED AND RENEWED	<a href="#">74693839</a>	<a href="#">2034964</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE WATCH	Registered	<a href="#">86389945</a>	<a href="#">4783437</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE NEWS	Registered	<a href="#">86819678</a>	<a href="#">5346816</a>
APPLE MUSIC	Registered	<a href="#">86658508</a>	<a href="#">5330141</a>
APPLE CARPLAY	Registered	<a href="#">86364433</a>	<a href="#">5453800</a>
APPLE EARPODS	Registered	<a href="#">85728401</a>	<a href="#">4891106</a>
APPLE CONFIGURATOR	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85563555</a>	<a href="#">4214003</a>
APPLE TV	REGISTERED AND RENEWED	<a href="#">77152380</a>	<a href="#">3359045</a>
APPLE TV 4K	Registered	<a href="#">87605815</a>	<a href="#">5443289</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">76400649</a>	<a href="#">2683410</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 18, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 18, 2019	May 28, 2019
3	INSTITUTED	Apr 18, 2019	
4	NOTICE OF DEFAULT	Jun 07, 2019	
5	BD DECISION: OPP SUSTAINED	Jul 23, 2019	
6	TERMINATED	Jul 23, 2019	

# United States of America

## United States Patent and Trademark Office

 **WATCH** EDITION

**Reg. No. 5,638,181**

**Registered Dec. 25, 2018**

**Int. Cl.: 9**

**Trademark**

**Principal Register**

Apple Inc. (CALIFORNIA CORPORATION)  
One Apple Park Way  
Cupertino, CALIFORNIA 95014

CLASS 9: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, electric charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks for mobile and wearable digital electronic devices, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

The mark consists of the design of an apple with a bite removed and the words "WATCH" and "EDITION".

OWNER OF U.S. REG. NO. 3679056, 2715578, 1114431

No claim is made to the exclusive right to use the following apart from the mark as shown: "WATCH EDITION"

SER. NO. 86-512,737, FILED 01-23-2015

**Generated on:** This page was generated by TSDR on 2020-06-26 09:09:51 EDT

**Mark:** WATCH EDITION



**US Serial Number:** 86512737

**Application Filing Date:** Jan. 23, 2015

**US Registration Number:** 5638181

**Registration Date:** Dec. 25, 2018

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Dec. 25, 2018

**Publication Date:** Sep. 01, 2015

**Notice of Allowance Date:** Oct. 27, 2015

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## Mark Information

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**Mark Literal Elements:** WATCH EDITION

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the design of an apple with a bite removed and the words "WATCH" and "EDITION".

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Disclaimer:** "WATCH EDITION"

**Design Search Code(s):** 05.09.05 - Apples

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## Related Properties Information

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**International Registration Number:** 1260188

**International Application(s) /Registration(s) Based on this Property:** A0047833/1260188

**Claimed Ownership of US Registrations:** 1114431, 2715578, 3679056 and others

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 65137

**Foreign Application Filing Date:** Jul. 24, 2014

**Foreign Application/Registration Country:** JAMAICA

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## Goods and Services

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**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, electric charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks for mobile and wearable digital electronic devices, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 09, 2014

**Use in Commerce:** Apr. 10, 2015

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### Basis Information (Case Level)

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**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

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### Current Owner(s) Information

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**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

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### Attorney/Correspondence Information

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#### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email** Yes

Email Address: \_\_\_\_\_

Authorized:

**Correspondent**

**Correspondent Name/Address:** Thomas R. La Perle  
 Apple Inc.  
 One Apple Park Way  
 MS: 169-3IPL  
 Cupertino, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)  
[amy.shelton@apple.com](mailto:amy.shelton@apple.com) [karenk@apple.com](mailto:karenk@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Dec. 25, 2018	REGISTERED-PRINCIPAL REGISTER	
Nov. 20, 2018	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 17, 2018	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 05, 2018	STATEMENT OF USE PROCESSING COMPLETE	66230
Oct. 26, 2018	USE AMENDMENT FILED	66230
Oct. 26, 2018	TEAS STATEMENT OF USE RECEIVED	
May 04, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 03, 2018	EXTENSION 5 GRANTED	66230
Apr. 26, 2018	EXTENSION 5 FILED	66230
Apr. 26, 2018	TEAS EXTENSION RECEIVED	
Apr. 26, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 14, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 13, 2017	EXTENSION 4 GRANTED	66230
Oct. 26, 2017	EXTENSION 4 FILED	66230
Oct. 26, 2017	TEAS EXTENSION RECEIVED	
Oct. 26, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 10, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 09, 2017	EXTENSION 3 GRANTED	66230
Apr. 26, 2017	EXTENSION 3 FILED	66230
Apr. 26, 2017	TEAS EXTENSION RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 22, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 21, 2016	EXTENSION 2 GRANTED	66230
Oct. 11, 2016	EXTENSION 2 FILED	66230
Oct. 11, 2016	TEAS EXTENSION RECEIVED	
Oct. 11, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 01, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 31, 2016	EXTENSION 1 GRANTED	66230
Apr. 27, 2016	EXTENSION 1 FILED	66230
May 26, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Apr. 27, 2016	TEAS EXTENSION RECEIVED	
Apr. 27, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 27, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 01, 2015	PUBLISHED FOR OPPOSITION	

Aug. 12, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 27, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Jul. 24, 2015	ASSIGNED TO LIE	68552
Jul. 13, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 13, 2015	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 13, 2015	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 13, 2015	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 13, 2015	EXAMINERS AMENDMENT -WRITTEN	91161
Jun. 23, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 01, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Apr. 01, 2015	NON-FINAL ACTION E-MAILED	6325
Apr. 01, 2015	NON-FINAL ACTION WRITTEN	91161
Mar. 27, 2015	ASSIGNED TO EXAMINER	91161
Feb. 05, 2015	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Feb. 04, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 27, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Nov. 17, 2018

## Proceedings

### Summary

**Number of** 8  
**Proceedings:**

### Type of Proceeding: Opposition

**Proceeding** [91254886](#)  
**Number:**

**Filing Date:** Mar 25, 2020

**Status:** Pending

**Status Date:** Mar 25, 2020

**Interlocutory** YONG OH (RICHARD) KIM  
**Attorney:**

#### Defendant

**Name:** Super Healthy Kids, Inc.

**Correspondent** MARGARET NIVER MCGANN  
**Address:** PARSONS BEHLE & LATIMER  
201 SOUTH MAIN STREET, SUITE 1800  
SALT LAKE CITY UT UNITED STATES , 84111

**Correspondent e-mail:** [trademarks@parsonsbehle.com](mailto:trademarks@parsonsbehle.com) , [jlove@parsonsbehle.com](mailto:jlove@parsonsbehle.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	<a href="#">87315348</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent** WILLIAM M BRYNER  
**Address:** KILPATRICK TOWNSEND & STOCKTON LLP  
1001 WEST FOURTH STREET  
WINSTON-SALEM NC UNITED STATES , 27101

**Correspondent e-mail:** [BBRYNER@kilpatricktownsend.com](mailto:BBRYNER@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [HYang@kilpatricktownsend.com](mailto:HYang@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)

### Associated marks

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Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85120250</a>	<a href="#">4206562</a>
	Registered	<a href="#">85120231</a>	<a href="#">4913886</a>
	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
WATCH	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
	REGISTERED AND RENEWED	<a href="#">74712807</a>	<a href="#">2180949</a>
	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 25, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 25, 2020	May 04, 2020
3	INSTITUTED	Mar 25, 2020	
4	ANSWER	May 04, 2020	

#### Type of Proceeding: Opposition

Proceeding Number: [91253400](#)

Filing Date: Jan 08, 2020

Status: Terminated

Status Date: Apr 17, 2020

Interlocutory Attorney: GEOFFREY MCNUTT

#### Defendant

Name: Shangrao Actearlier Co., Ltd.

Correspondent Address: SHANGRAO ACTEARLIER  
NO 307 OF XURI BEI  
SHANGRAO COUNTY SHANGRAO CITY  
JIANGXI PROVINCE CHINA , 334100

Correspondent e-mail: [2851218765@qq.com](mailto:2851218765@qq.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
PUNCHING APPLE	Abandoned - After Inter-Partes Decision	<a href="#">88229238</a>	

#### Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [JGonder@kilpatricktownsend.com](mailto:JGonder@kilpatricktownsend.com) , [agarcia@kilpatricktownsend.com](mailto:agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [BBRYNER@kilpatricktownsend.com](mailto:BBRYNER@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77388864</a>	<a href="#">3621571</a>
	REGISTERED AND RENEWED	<a href="#">78155196</a>	<a href="#">2951270</a>

MADE FOR APPLE WATCH	Fifth Extension - Granted	<a href="#">87128031</a>	
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 10, 2020	Feb 19, 2020
3	INSTITUTED	Jan 10, 2020	
4	NOTICE OF DEFAULT	Feb 29, 2020	
5	BD DECISION: OPP SUSTAINED	Apr 17, 2020	
6	TERMINATED	Apr 17, 2020	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91252048](#)

**Filing Date:** Nov 04, 2019

**Status:** Pending

**Status Date:** Nov 04, 2019

**Interlocutory Attorney:** MARY CATHERINE FAINT

#### Defendant

**Name:** Savor Health, LLC

**Correspondent Address:** ROSIE H. KIM  
PROCOPIO, CORY, HARGREAVES & SAVITCH LLP  
525 B STREET, SUITE 2200  
SAN DIEGO CA UNITED STATES , 92101

**Correspondent e-mail:** [docketing@procopio.com](mailto:docketing@procopio.com) , [rosie.kim@procopio.com](mailto:rosie.kim@procopio.com) , [richard.campbell@procopio.com](mailto:richard.campbell@procopio.com) , [neil.salyards@procopio.com](mailto:neil.salyards@procopio.com) , [pamela.lawson@procopio.com](mailto:pamela.lawson@procopio.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	<a href="#">88180297</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

**Correspondent e-mail:** [JPetersen@kilpatricktownsend.com](mailto:JPetersen@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [NDrake@kilpatricktownsend.com](mailto:NDrake@kilpatricktownsend.com) , [BBRYNER@kilpatricktownsend.com](mailto:BBRYNER@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>

APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
	REGISTERED AND RENEWED	<a href="#">74712807</a>	<a href="#">2180949</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 04, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 04, 2019	Dec 14, 2019
3	INSTITUTED	Nov 04, 2019	
4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019	
5	EXTENSION OF TIME GRANTED	Nov 20, 2019	
6	D MOT FOR EXT W/ CONSENT	Dec 18, 2019	
7	EXTENSION OF TIME GRANTED	Dec 18, 2019	
8	D MOT FOR EXT W/ CONSENT	Feb 07, 2020	
9	EXTENSION OF TIME GRANTED	Feb 07, 2020	
10	D MOT FOR EXT W/ CONSENT	Mar 04, 2020	
11	EXTENSION OF TIME GRANTED	Mar 04, 2020	
12	D MOT FOR EXT W/ CONSENT	Apr 03, 2020	
13	EXTENSION OF TIME GRANTED	Apr 03, 2020	
14	D MOT FOR EXT W/ CONSENT	Jun 09, 2020	
15	EXTENSION OF TIME GRANTED	Jun 09, 2020	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91251667</a>	<b>Filing Date:</b>	Oct 16, 2019
<b>Status:</b>	Terminated	<b>Status Date:</b>	Apr 27, 2020
<b>Interlocutory Attorney:</b>	JILL M MCCORMACK		

Defendant	
<b>Name:</b>	Share Our Strength
<b>Correspondent Address:</b>	KERRY A BRENNAN BRENNAN LAW FIRM PLLC 1250 BROADWAY, 27TH FLOOR NEW YORK NY UNITED STATES , 10001
<b>Correspondent e-mail:</b>	<a href="mailto:kerry.brennan@brennanlawpllc.com">kerry.brennan@brennanlawpllc.com</a> , <a href="mailto:kerryabrennan@gmail.com">kerryabrennan@gmail.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">87939774</a>	

Plaintiff(s)	
<b>Name:</b>	Apple Inc.
<b>Correspondent Address:</b>	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK CA UNITED STATES , 94025
<b>Correspondent e-mail:</b>	<a href="mailto:jpetersen@kilpatricktownsend.com">jpetersen@kilpatricktownsend.com</a> , <a href="mailto:SManes@kilpatricktownsend.com">SManes@kilpatricktownsend.com</a> , <a href="mailto:agarcia@kilpatricktownsend.com">agarcia@kilpatricktownsend.com</a> , <a href="mailto:tadmin@Kilpatricktownsend.com">tadmin@Kilpatricktownsend.com</a> , <a href="mailto:BBRYNER@kilpatricktownsend.com">BBRYNER@kilpatricktownsend.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number

	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH SPORT	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>
MADE FOR APPLE WATCH	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77499837</a>	<a href="#">4009791</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77388365</a>	<a href="#">3710912</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 16, 2019	Nov 25, 2019
3	INSTITUTED	Oct 16, 2019	
4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019	
5	EXTENSION OF TIME GRANTED	Nov 20, 2019	
6	D MOT FOR EXT W/ CONSENT	Dec 23, 2019	
7	EXTENSION OF TIME GRANTED	Dec 23, 2019	
8	D MOT FOR EXT W/ CONSENT	Jan 18, 2020	
9	EXTENSION OF TIME GRANTED	Jan 18, 2020	
10	D MOT FOR EXT W/ CONSENT	Feb 21, 2020	
11	EXTENSION OF TIME GRANTED	Feb 21, 2020	
12	D MOT FOR EXT W/ CONSENT	Mar 19, 2020	
13	EXTENSION OF TIME GRANTED	Mar 19, 2020	
14	W/DRAW OF APPLICATION	Apr 23, 2020	
15	BD DECISION: OPP SUSTAINED	Apr 27, 2020	
16	TERMINATED	Apr 27, 2020	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91251670](#)

**Filing Date:** Oct 16, 2019

**Status:** Terminated

**Status Date:** Feb 14, 2020

**Interlocutory Attorney:** MIKE WEBSTER

#### Defendant

**Name:** Blue Apple Dental Group

**Correspondent Address:** ORIANA LIEU  
BLUE APPLE DENTAL GROUP  
6230 STATE FARM DRIVE  
ROHNERT PARK CA UNITED STATES , 94928

**Correspondent e-mail:** [sonoma.implants@gmail.com](mailto:sonoma.implants@gmail.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88301813</a>	

#### Plaintiff(s)

**Name:** Apple Inc.

**Correspondent Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP

1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [NDrake@kilpatricktownsend.com](mailto:NDrake@kilpatricktownsend.com) , [agarcia@kilpatricktownsend.com](mailto:agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com) , [BBRYNER@kilpatricktownsend.com](mailto:BBRYNER@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 17, 2019	Nov 26, 2019
3	INSTITUTED	Oct 17, 2019	
4	NOTICE OF DEFAULT	Dec 06, 2019	
5	BD DECISION: OPP SUSTAINED	Feb 14, 2020	
6	TERMINATED	Feb 14, 2020	

#### Type of Proceeding: Opposition

Proceeding Number: [91250613](#)

Filing Date: Sep 03, 2019

Status: Terminated

Status Date: Nov 30, 2019

Interlocutory Attorney: WINSTON T FOLMAR

#### Defendant

Name: Appley Health, Inc.

Correspondent Address: THOMAS H STANTON  
STANTON IP LAW FIRM PA  
201 E KENNEDY BLVD, SUITE 825  
TAMPA FL UNITED STATES , 33602

Correspondent e-mail: [trademarks@stantoniplaw.com](mailto:trademarks@stantoniplaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLEY HEALTH	Abandoned - After Inter-Partes Decision	<a href="#">88087250</a>	

#### Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: [rweeks@kilpatricktownsend.com](mailto:rweeks@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [agarcia@kilpatricktownsend.com](mailto:agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
APPLE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
APPLECARE	REGISTERED AND RENEWED	<a href="#">77499807</a>	<a href="#">3894316</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
WATCH SPORT	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 03, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 03, 2019	Oct 13, 2019
3	INSTITUTED	Sep 03, 2019	
4	NOTICE OF DEFAULT	Oct 23, 2019	
5	BD DECISION: OPP SUSTAINED	Nov 30, 2019	
6	TERMINATED	Nov 30, 2019	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91249503</a>	<b>Filing Date:</b>	Jul 15, 2019
<b>Status:</b>	Terminated	<b>Status Date:</b>	Oct 17, 2019
<b>Interlocutory Attorney:</b>	MARY CATHERINE FAINT		

Defendant	
<b>Name:</b>	TeakOrigin Inc.
<b>Correspondent Address:</b>	JESSICA S PARISE GOODWIN PROCTER LLP 620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING NEW YORK NY UNITED STATES , 10018
<b>Correspondent e-mail:</b>	<a href="mailto:TMadmin@goodwinlaw.com">TMadmin@goodwinlaw.com</a> , <a href="mailto:JParise@goodwinlaw.com">JParise@goodwinlaw.com</a> , <a href="mailto:SAlliRampersad@goodwinlaw.com">SAlliRampersad@goodwinlaw.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88090562</a>	
Plaintiff(s)			

<b>Name:</b>	Apple Inc.
<b>Correspondent Address:</b>	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK CA UNITED STATES , 94025
<b>Correspondent e-mail:</b>	<a href="mailto:jpetersen@kilpatricktownsend.com">jpetersen@kilpatricktownsend.com</a> , <a href="mailto:SManes@kilpatricktownsend.com">SManes@kilpatricktownsend.com</a> , <a href="mailto:Agarcia@kilpatricktownsend.com">Agarcia@kilpatricktownsend.com</a> , <a href="mailto:tmadmin@kilpatricktownsend.com">tmadmin@kilpatricktownsend.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>

APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH SPORT	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>
MADE FOR APPLE WATCH	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE NEWS	Registered	<a href="#">86819744</a>	<a href="#">5341294</a>
APPLE NEWS	Registered	<a href="#">86819678</a>	<a href="#">5346816</a>
MUSIC	Registered	<a href="#">86662532</a>	<a href="#">5251657</a>
MUSIC	Registered	<a href="#">86663005</a>	<a href="#">5330145</a>
APPLE MUSIC	Registered	<a href="#">86658508</a>	<a href="#">5330141</a>
TV	REGISTERED AND RENEWED	<a href="#">77154348</a>	<a href="#">3359157</a>
APPLE TV	REGISTERED AND RENEWED	<a href="#">77152380</a>	<a href="#">3359045</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLECARE	REGISTERED AND RENEWED	<a href="#">77499847</a>	<a href="#">3717431</a>
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77388365</a>	<a href="#">3710912</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">87536751</a>	<a href="#">5380650</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">86760493</a>	<a href="#">5223891</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>
TODAY AT APPLE	Registered	<a href="#">87607137</a>	<a href="#">5448031</a>
TV	Registered	<a href="#">87069662</a>	<a href="#">5612350</a>
WORKS WITH APPLE CARPLAY	Registered	<a href="#">86514929</a>	<a href="#">4969782</a>
APPLE CARPLAY	Registered	<a href="#">86364433</a>	<a href="#">5453800</a>
DESIGNED BY APPLE IN CALIFORNIA	Registered	<a href="#">86096239</a>	<a href="#">4604456</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91248982](#)

**Filing Date:** Jun 19, 2019

**Status:** Terminated

**Status Date:** Sep 17, 2019

**Interlocutory Attorney:** REBECCA J STEMPIEN\_COYLE

#### Defendant

**Name:** Kelly Hunter

**Correspondent Address:** JEREMY PETER GREEN

JPG LEGAL  
68 JAY STREET , SUITE 612  
BROOKLYN NY UNITED STATES , 11201

**Correspondent e-mail:** [docket@jpglegal.com](mailto:docket@jpglegal.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
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**Plaintiff(s)****Name:** Apple Inc.**Correspondent** JOSEPH PETERSEN  
**Address:** KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK CA UNITED STATES , 94025**Correspondent e-mail:** [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [SManes@kilpatricktownsend.com](mailto:SManes@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
	REGISTERED AND RENEWED	<a href="#">78156920</a>	<a href="#">3064984</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH SPORT	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>
MADE FOR APPLE WATCH	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 19, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 19, 2019	Jul 29, 2019
3	INSTITUTED	Jun 19, 2019	
4	NOTICE OF DEFAULT	Aug 08, 2019	
5	BD DECISION: OPP SUSTAINED	Sep 17, 2019	
6	TERMINATED	Sep 17, 2019	

**Int. Cl.: 9**

**Prior U.S. Cl.: 26**

**United States Patent Office**

**Reg. No. 1,078,312**

**Registered Nov. 29, 1977**

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**TRADEMARK**

**Principal Register**

**APPLE**

Apple Computer, Inc. (California corporation)  
20863 Stevens Creek Blvd.  
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS  
RECORDED ON PAPER AND TAPE, in CLASS 9  
(U.S. CL. 26).

First use during April 1976; in commerce during April  
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner

**Generated on:** This page was generated by TSDR on 2020-06-26 09:10:44 EDT

**Mark:** APPLE

# APPLE

**US Serial Number:** 73120444

**Application Filing Date:** Mar. 25, 1977

**US Registration Number:** 1078312

**Registration Date:** Nov. 29, 1977

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Mar. 13, 2019

## Mark Information

**Mark Literal Elements:** APPLE

**Standard Character Claim:** No

**Mark Drawing Type:** 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

## Related Properties Information

**International Registration Number:** 0870749

**International Application(s) /Registration(s) Based on this Property:** A0001658/0870749

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** COMPUTERS; [ AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE ] (( \* COMPUTER PROGRAMS, NAMELY, COMPUTER OPERATING SOFTWARE, COMPUTER SOFTWARE DEVELOPMENT TOOLS, GAME SOFTWARE, AND COMPUTER SOFTWARE FOR CREATING AND EDITING TEXT AND GRAPHICS \* ))

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 1976

**Use in Commerce:** Apr. 1976

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)  
Email Address:

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent Name/Address: Thomas R. La Perle  
APPLE INC.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Mar. 13, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 13, 2019	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	75461
Mar. 13, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Mar. 13, 2019	AMENDMENT UNDER SECTION 7 Â- PROCESSED	75461
Jan. 10, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Jan. 09, 2019	PETITION TO DIRECTOR - GRANTED	78196
Oct. 30, 2018	PETITION PENDING - AMENDMENT COMMENT PERIOD	78196
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 03, 2018	TEAS RESPONSE TO PETITION TO DIRECTOR INQUIRY	
Sep. 03, 2018	PETITION INQUIRY LETTER ISSUED	
Aug. 20, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73373
Aug. 09, 2018	ASSIGNED TO PETITION STAFF	78196
Jul. 18, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	81878
Jun. 07, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	78049
May 25, 2018	TEAS SECTION 8 & 9 RECEIVED	
May 25, 2018	SEC 7 REQUEST FILED	
May 25, 2018	TEAS PETITION TO DIRECTOR RECEIVED	1111
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 29, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 26, 2008	COUNTERCLAIM OPP. NO. 999999	182775
Nov. 23, 2007	CASE FILE IN TICRS	
Jun. 21, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	64591
Jun. 21, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 21, 2007	ASSIGNED TO PARALEGAL	64591
May 17, 2007	TEAS SECTION 8 & 9 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 11, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 18, 1997	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jul. 02, 1997	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 30, 1997	POST REGISTRATION ACTION MAILED - SEC. 9	
Mar. 18, 1997	POST REGISTRATION ACTION MAILED - SEC. 9	
Feb. 05, 1997	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Apr. 28, 1983	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Dec. 29, 1980	CANCELLATION INSTITUTED NO. 999999	12748
Apr. 28, 1981	CANCELLATION DENIED NO. 999999	12748

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Mar. 13, 2019

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** APPLE COMPUTER, INC.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [3468/0463](#)

**Pages:** 5

**Date Recorded:** Jan. 25, 2007

**Supporting Documents:** [assignment-tm-3468-0463.pdf](#)

### Assignor

**Name:** [APPLE COMPUTER, INC.](#)

**Execution Date:** Jan. 09, 2007

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

### Assignee

**Name:** [APPLE INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

**Address:** 1 INFINITE LOOP  
CUPERTINO, CALIFORNIA 95014

### Correspondent

**Correspondent Name:** THOMAS R. LA PERLE

**Correspondent Address:** 1 INFINITE LOOP  
MS: 3TM  
CUPERTINO, CA 95014

### Domestic Representative - Not Found

# United States of America

United States Patent and Trademark Office

## APPLE

**Reg. No. 3,928,818**

**Registered Mar. 8, 2011**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP AND NOTEBOOK COMPUTERS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER HARDWARE, SOFTWARE AND COMPUTER PERIPHERALS FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT; COMPUTER MONITORS; LIQUID CRYSTAL DISPLAYS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS, CABLES, MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; STANDS SPECIALLY DESIGNED FOR HOLDING COMPUTER HARDWARE AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; BATTERIES; RECHARGEABLE BATTERIES; BATTERY CHARGERS; BATTERY PACKS; POWER ADAPTERS FOR COMPUTERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTORS; PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 3,928,818** IALS, MOBILE TELEPHONE BATTERIES, MOBILE TELEPHONE BATTERY CHARGERS, HEADSETS FOR MOBILE TELEPHONES, DEVICES FOR HANDS-FREE USE OF MOBILE TELEPHONES; CARRYING CASES, SACKS, AND BAGS, ALL FOR USE WITH COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; OPERATING SYSTEM PROGRAMS; COMPUTER UTILITY PROGRAMS FOR COMPUTER OPERATING SYSTEMS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE FOR CONNECTING WIRELESS DEVICES, MOBILE TELEPHONES, HANDHELD DIGITAL ELECTRONIC DEVICES, COMPUTERS, LAPTOP COMPUTERS, COMPUTER NETWORK USERS, GLOBAL COMPUTER NETWORKS; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE TO DEVELOP OTHER COMPUTER SOFTWARE; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL MEDIA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEBSITE DEVELOPMENT SOFTWARE; COMPUTER SOFTWARE FOR REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORKS; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER SOFTWARE FOR RECORDING AND ORGANIZING CALENDARS AND SCHEDULES, TO-DO LISTS, AND CONTACT INFORMATION; COMPUTER SOFTWARE FOR CLOCK AND ALARM CLOCK FUNCTIONALITY; COMPUTER SOFTWARE AND PRERECORDED COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; ELECTRONIC MAIL AND MESSAGING SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE AND FIRMWARE FOR OPERATING SYSTEM PROGRAMS; BLANK COMPUTER STORAGE MEDIA; USER MANUALS IN ELECTRONICALLY READABLE, MACHINE READABLE OR COMPUTER READABLE FORM FOR USE WITH, AND SOLD AS A UNIT WITH, ALL THE AFOREMENTIONED GOODS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-1-1976; IN COMMERCE 4-1-1976.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567, AND OTHERS.

SN 77-172,511, FILED 5-3-2007.

ANGELA DUONG, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2020-06-26 09:11:48 EDT

**Mark:** APPLE

APPLE

**US Serial Number:** 77172511

**Application Filing Date:** May 03, 2007

**US Registration Number:** 3928818

**Registration Date:** Mar. 08, 2011

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Oct. 10, 2017

**Publication Date:** Jan. 01, 2008

**Notice of Allowance Date:** Mar. 25, 2008

## Mark Information

**Mark Literal Elements:** APPLE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**International Registration Number:** 0956402

**International Application(s) /Registration(s) Based on this Property:** A0010161/0956402

**Claimed Ownership of US Registrations:** 1078312, 2034964, 2808567 and others

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers,

loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 01, 1976

**Use in Commerce:** Apr. 01, 1976

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL

Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Mar. 08, 2020	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 10, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 10, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Oct. 07, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Sep. 08, 2017	TEAS SECTION 8 & 15 RECEIVED	
Aug. 11, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 08, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 08, 2011	REGISTERED-PRINCIPAL REGISTER	
Jan. 29, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jan. 28, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	73296
Jan. 25, 2011	ASSIGNED TO LIE	73296
Jan. 23, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 28, 2010	STATEMENT OF USE PROCESSING COMPLETE	66154
Dec. 15, 2010	USE AMENDMENT FILED	66154
Dec. 15, 2010	TEAS STATEMENT OF USE RECEIVED	
Dec. 15, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 25, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Sep. 24, 2010	EXTENSION 5 GRANTED	66154
Sep. 22, 2010	EXTENSION 5 FILED	66154
Sep. 22, 2010	TEAS EXTENSION RECEIVED	
Mar. 30, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Mar. 27, 2010	EXTENSION 4 GRANTED	66154
Mar. 19, 2010	EXTENSION 4 FILED	66154
Mar. 19, 2010	TEAS EXTENSION RECEIVED	
Sep. 16, 2009	EXTENSION 3 GRANTED	66154
Aug. 21, 2009	EXTENSION 3 FILED	66154
Sep. 16, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Aug. 21, 2009	TEAS EXTENSION RECEIVED	
Mar. 05, 2009	EXTENSION 2 GRANTED	98765
Mar. 05, 2009	EXTENSION 2 FILED	98765
Mar. 05, 2009	TEAS EXTENSION RECEIVED	
Aug. 13, 2008	EXTENSION 1 GRANTED	98765
Aug. 13, 2008	EXTENSION 1 FILED	98765

Aug. 13, 2008	TEAS EXTENSION RECEIVED	
Mar. 25, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 01, 2008	PUBLISHED FOR OPPOSITION	
Dec. 12, 2007	NOTICE OF PUBLICATION	
Nov. 26, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78289
Nov. 23, 2007	ASSIGNED TO LIE	78289
Oct. 19, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 13, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 11, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 11, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 19, 2007	NON-FINAL ACTION MAILED	
Jul. 18, 2007	NON-FINAL ACTION WRITTEN	83695
Jul. 05, 2007	ASSIGNED TO EXAMINER	83695
May 08, 2007	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 104

**Date in Location:** Oct. 10, 2017

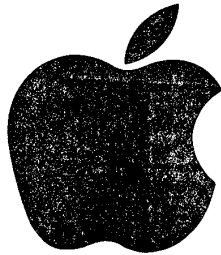
**Int. Cl.: 9**

**Prior U.S. Cl.: 26, 38**

**United States Patent and Trademark Office**

**Reg. No. 1,114,431**  
**Registered Mar. 6, 1979**

**TRADEMARK**  
**Principal Register**



Apple Computer, Inc. (California corporation)  
10260 Bandley Drive  
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS  
RECORDED ON PAPER AND TAPE, in CLASS 9  
(U.S. CLS. 26 and 38).

First use during January 1977; in commerce January 1977.

The mark consists of a silhouette of an apple with a bite removed.

Owner of Reg. No. 1,078,312.

Ser. No. 162,799, filed Mar. 20, 1978.

J. TINGLEY, Examiner

**Generated on:** This page was generated by TSDR on 2020-06-26 09:13:02 EDT

**Mark:**



**US Serial Number:** 73162799

**Application Filing Date:** Mar. 20, 1978

**US Registration Number:** 1114431

**Registration Date:** Mar. 06, 1979

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Apr. 04, 2019

## Mark Information

**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.

**Design Search Code(s):** 05.09.05 - Apples

## Related Properties Information

**Claimed Ownership of US Registrations:** 1078312

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** COMPUTERS [ AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE]

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 1977

**Use in Commerce:** Jan. 1977

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)  
Email Address:

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent Name/Address: Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 04, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Apr. 04, 2019	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	67723
Apr. 04, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723
Apr. 04, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Mar. 05, 2019	TEAS SECTION 8 & 9 RECEIVED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 06, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 08, 2009	AMENDMENT UNDER SECTION 7 Â- PROCESSED	59807
Jun. 09, 2008	ASSIGNED TO PARALEGAL	59807
May 12, 2008	TEAS SECTION 7 REQUEST RECEIVED	
Mar. 14, 2008	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	75461
Mar. 14, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 14, 2008	ASSIGNED TO PARALEGAL	75461
Mar. 10, 2008	TEAS SECTION 8 & 9 RECEIVED	
Jan. 10, 2008	CASE FILE IN TICRS	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 19, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 06, 1999	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Feb. 17, 1999	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	

Apr. 03, 1985 REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.

Dec. 24, 1984 REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Apr. 04, 2019

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** APPLE COMPUTER, INC.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [3468/0526](#)

**Pages:** 5

**Date Recorded:** Jan. 25, 2007

**Supporting Documents:** [assignment-tm-3468-0526.pdf](#)

### Assignor

**Name:** [APPLE COMPUTER, INC.](#)

**Execution Date:** Jan. 09, 2007

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

### Assignee

**Name:** [APPLE INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

**Address:** 1 INFINITE LOOP  
CUPERTINO, CALIFORNIA 95014

### Correspondent

**Correspondent Name:** THOMAS R. LA PERLE

**Correspondent Address:** 1 INFINITE LOOP  
MS: 3TM  
CUPERTINO, CA 95014

### Domestic Representative - Not Found

**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**United States Patent and Trademark Office**

**Reg. No. 2,715,578**

**Registered May 13, 2003**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: COMPUTERS HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP, NOTEBOOK AND SUBNOTEBOOK COMPUTERS; HAND HELD AND MOBILE COMPUTERS; COMPUTER TERMINALS AND MONITORS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO PLAYERS; ELECTRONIC ORGANIZERS; COMPUTER KEYBOARDS, CABLES, MODEMS; AUDIO SPEAKERS; COMPUTER VIDEO CONTROL DEVICES, NAMELY, COMPUTER MICE, TRACKBALLS, JOYSTICKS AND GAMEPADS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; TELEPHONY MANAGEMENT SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE, NAMELY FOR PAGING; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; OPERATING SYSTEM SOFTWARE; APPLICATION DEVELOPMENT TOOL PROGRAMS; BLANK COMPUTER STORAGE MEDIA; FONTS, TYPEFACES, TYPE DESIGNS AND SYMBOLS RECORDED ON MAGNETIC MEDIA; COMPUTER SOFTWARE FOR USE IN PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK FOR SEARCHING, RETRIEVING,

TRANSFERRING, MANIPULATING AND DISSEMINATING A WIDE RANGE OF INFORMATION; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK, AS WELL AS TO ORGANIZE AND SUMMARIZE THE INFORMATION RETRIEVED; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL DATA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; CHILDREN'S EDUCATIONAL SOFTWARE; COMPUTER GAME SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEB SITE DEVELOPMENT SOFTWARE; COMPUTER PROGRAM WHICH PROVIDES REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS

AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORK; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER PERIPHERALS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1977; IN COMMERCE 1-1-1977.

OWNER OF U.S. REG. NOS. 1,078,312, 2,180,949 AND OTHERS.

SER. NO. 76-426,501, FILED 7-1-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2020-06-26 09:14:08 EDT

**Mark:**



**US Serial Number:** 76426501

**Application Filing Date:** Jul. 01, 2002

**US Registration Number:** 2715578

**Registration Date:** May 13, 2003

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Apr. 24, 2013

**Publication Date:** Feb. 18, 2003

## Mark Information

**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Design Search Code(s):** 05.09.05 - Apples

## Related Properties Information

**International Registration Number:** 0851679

**International Application(s) /Registration(s) Based on this Property:** Z1231700/0851679

**Claimed Ownership of US Registrations:** 1078312, 1157920, 1219945, 1303085, 1401154, 2180949 and others

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [ modems; ] audio speakers; computer video control devices, namely, computer mice, [ trackballs, joysticks and gamepads; ] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [ character recognition software; telephony management software; ] electronic mail and messaging software; [ telecommunications software, namely, for paging; ] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving,

transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [ Computer search engine software; ] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1977

**Use in Commerce:** Jan. 01, 1977

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** APPLE INC.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Phone:** 408-974-2385

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 25, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Apr. 24, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59136
Apr. 24, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	59136
Apr. 24, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	59136
Apr. 05, 2013	TEAS SECTION 8 & 9 RECEIVED	
Aug. 03, 2010	NOTICE OF SUIT	
Feb. 23, 2009	CASE FILE IN TICRS	
Jan. 31, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Jan. 13, 2009	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 13, 2003	REGISTERED-PRINCIPAL REGISTER	
Feb. 18, 2003	PUBLISHED FOR OPPOSITION	
Jan. 29, 2003	NOTICE OF PUBLICATION	
Dec. 12, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 19, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 14, 2002	NON-FINAL ACTION MAILED	
Nov. 01, 2002	ASSIGNED TO EXAMINER	69811
Nov. 01, 2002	ASSIGNED TO EXAMINER	69811
Oct. 29, 2002	ASSIGNED TO EXAMINER	76585

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Apr. 24, 2013

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Apple Computer, Inc.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

**Reel/Frame:** [3468/0526](#)

**Pages:** 5

**Date Recorded:** Jan. 25, 2007

**Supporting Documents:** [assignment-tm-3468-0526.pdf](#)

### Assignor

**Name:** [APPLE COMPUTER, INC.](#)

**Execution Date:** Jan. 09, 2007

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

### Assignee

**Name:** [APPLE INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

**Address:** 1 INFINITE LOOP  
CUPERTINO, CALIFORNIA 95014

### Correspondent

**Correspondent Name:** THOMAS R. LA PERLE

**Correspondent Address:** 1 INFINITE LOOP  
MS: 3TM  
CUPERTINO, CA 95014

### Domestic Representative - Not Found

**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 3,679,056**

**United States Patent and Trademark Office**

**Registered Sep. 8, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER PERIPHERALS; HANDHELD COMPUTERS; HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND AUDIOVISUAL FILES, FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, CAMERA, AND GLOBAL POSITIONING SYSTEM (GPS) ELECTRONIC NAVIGATION DEVICE; DIGITAL AUDIO AND VIDEO RECORDERS AND PLAYERS; PERSONAL DIGITAL ASSISTANTS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; SATELLITE NAVIGATIONAL SYSTEMS, NAMELY, GLOBAL POSITIONING SYSTEMS (GPS); ELECTRONIC NAVIGATIONAL DEVICES, NAMELY, GLOBAL POSITIONING SATELLITE (GPS) BASED NAVIGATION RECEIVERS; COMPUTER GAME MACHINES FOR USE WITH EXTERNAL DISPLAY SCREENS, MONITORS, OR TELEVISIONS; A FULL LINE OF ACCESSORIES AND PARTS FOR THE AFOREMENTIONED GOODS; STANDS, COVERS, CASES, HOLSTERS, POWER ADAPTORS, AND WIRED AND WIRELESS REMOTE CONTROLS FOR THE AFOREMENTIONED GOODS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER NETWORKING HARD-

WARE; COMPUTER MONITORS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS; COMPUTER CABLES; MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; SET TOP BOXES; BATTERIES; BATTERY CHARGERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; DEVICES FOR HANDS-FREE USE; HEADPHONES; EARPHONES; EAR BUDS; AUDIO SPEAKERS; MICROPHONES; AND HEADSETS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; USER MANUALS FOR USE WITH, AND SOLD AS A UNIT WITH, THE AFOREMENTIONED GOODS; DOWNLOADABLE AUDIO AND VIDEO FILES, MOVIES, RING TONES, VIDEO GAMES, TELEVISION PROGRAMS, POD CASTS AND AUDIO BOOKS VIA THE INTERNET AND WIRELESS DEVICES FEATURING MUSIC, MOVIES, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS AND TOPICS OF GENERAL INTEREST, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1977; IN COMMERCE 1-31-1977.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-648,705, FILED 1-13-2009.

JERI J. FICKES, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2020-06-26 09:15:07 EDT

**Mark:**



**US Serial Number:** 77648705

**Application Filing Date:** Jan. 13, 2009

**US Registration Number:** 3679056

**Registration Date:** Sep. 08, 2009

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** May 13, 2020

**Publication Date:** Jun. 23, 2009

## Mark Information

**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the design of an apple with a bite removed.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):** 05.09.05 - Apples

## Related Properties Information

**International Registration Number:** 1014459

**International Application(s) /Registration(s) Based on this Property:** A0015928/1014459

**Claimed Ownership of US Registrations:** 1114431, 2715578, 2753069 and others

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite

navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 31, 1977

**Use in Commerce:** Jan. 31, 1977

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
1 Infinite Loop  
MS 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Phone:** 408-974-2385

**Fax:** 408-253-0186

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [karenmarie@apple.com](mailto:karenmarie@apple.com)  
[amy.shelton@apple.com](mailto:amy.shelton@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
May 13, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
May 13, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76874
May 13, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
May 13, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Mar. 06, 2020	TEAS SECTION 8 & 9 RECEIVED	
Sep. 08, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	

Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 25, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 25, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Mar. 24, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Mar. 10, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 03, 2010	NOTICE OF SUIT	
Sep. 08, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 23, 2009	PUBLISHED FOR OPPOSITION	
Jun. 03, 2009	NOTICE OF PUBLICATION	
May 19, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
May 18, 2009	ASSIGNED TO LIE	73797
May 18, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 27, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 27, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 27, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 18, 2009	NON-FINAL ACTION MAILED	
Mar. 17, 2009	NON-FINAL ACTION WRITTEN	66593
Mar. 12, 2009	ASSIGNED TO EXAMINER	66593
Jan. 17, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Jan. 16, 2009	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** May 13, 2020

# EXHIBIT 9

BlingTales

DIAMOND APPLE®

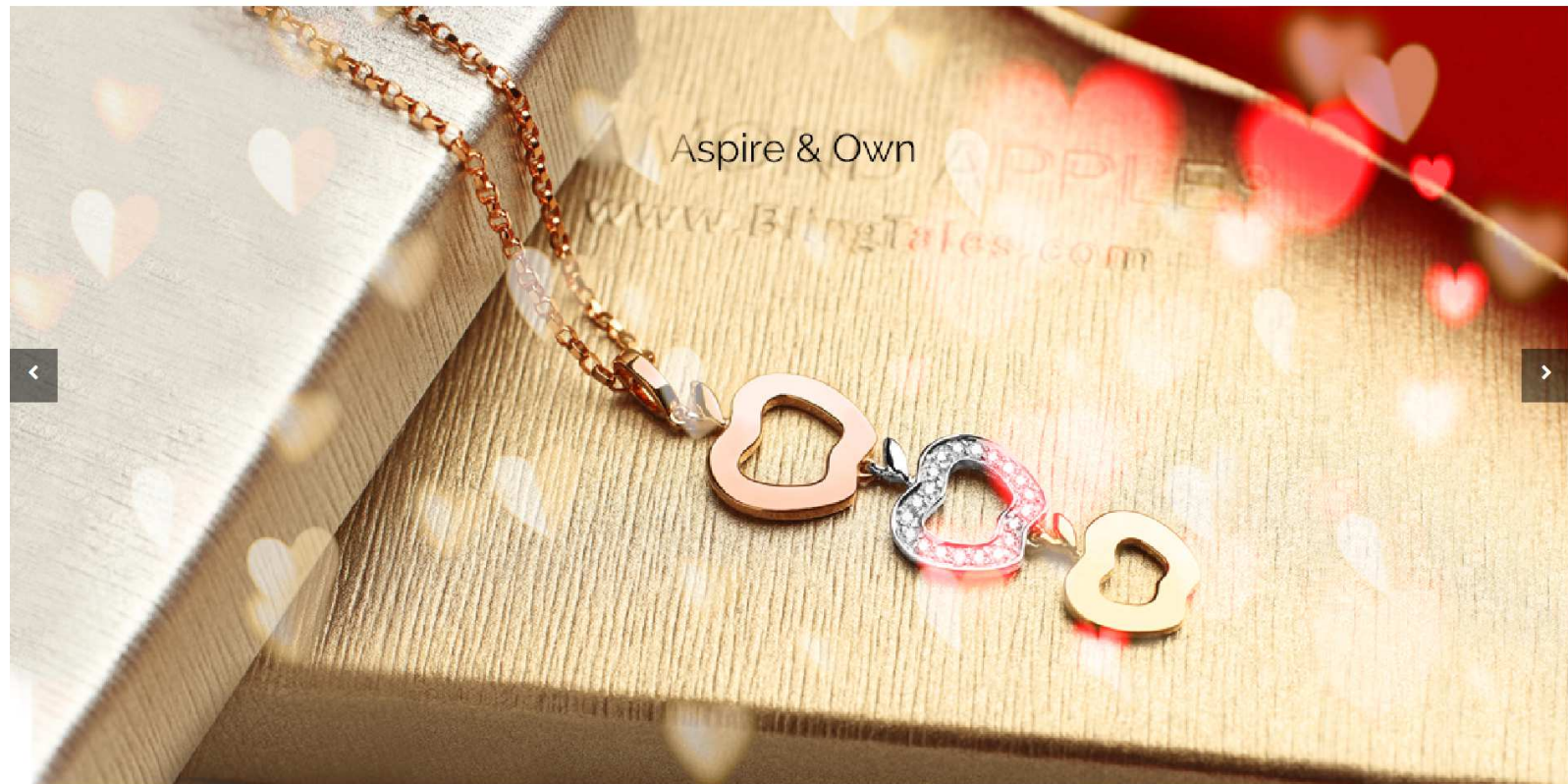
TRY & BUY

ABOUT US

CONTACT US

Login

Account



## Authenticity Guaranteed



### 18K GOLD

The product is made with authentic material...  
See all features



### NATURAL DIAMOND

Natural Diamond are almost entirely pure carbon crystals...  
See all features



### BEAUTIFULLY CRAFTED

At Blingtales we are proud to offer beautifully crafted jewellery...  
See all features

hhh

## SIGN UP FOR NEWSLETTER

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### ABOUT US

BlingTales.com is a unique e-commerce concept to sell "Aspirational" Natural Diamond jewelry products and accessories online...

### CUSTOMER SERVICE

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Frequently Asked Questions  
Free Shipping & Support  
Term & Conditions

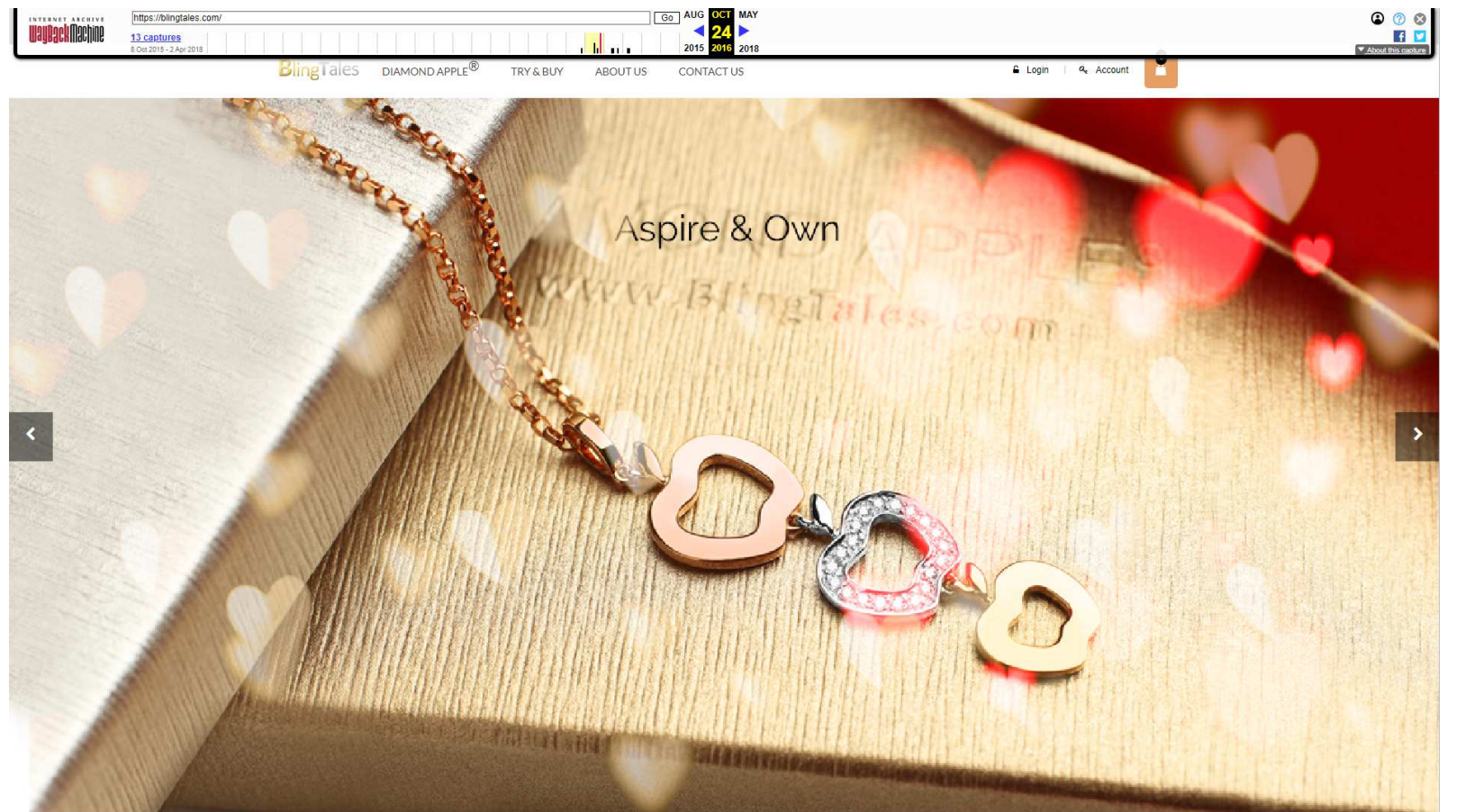
### TRACK YOUR ORDER

TRACK NOW

### FOLLOW US



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## Authenticity Guaranteed



### 18K GOLD

The product is made with authentic material...  
See all features

hhh



### NATURAL DIAMOND

Natural Diamond are almost entirely pure carbon crystals...  
See all features



### BEAUTIFULLY CRAFTED

At Blingtales we are proud to offer beautifully crafted jewellery...  
See all features

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Free Shipping & Support  
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### TRACK YOUR ORDER

TRACK NOW

### FOLLOW US



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